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COIN OPERATED AMUSEMENT-MUSIC-

MERCHANDISE AND SERVICE MACHINES

AUTOMATIC WORLD

ROCK-OLA

Luxury Lightup
PHONOGRAPH



Gay . . . animated . . . with new appealing color effects. Superbly styled in a popular design that meets acclaim everywhere—Amazingly different color creations to attract the eye and invite play—New mechanical refinements designed to minimize service and give *plus value*—A phonograph that is perfection, mechanically, and welcomed universally—Here is the Rock-Ola Super Luxury Lightup Model—The Profit Leader for '40!

With Revolutionary LINE-O-SELECTOR

The Line-O-Selector clearly lines up titles and numbers with proper button sight for quick, accurate selection. Easy to see, easy to reach and easy to play. Large, roomy transparent keys are illuminated and numbered for greater convenience and increased patron acceptance. The Line-O-Selector is an outstanding Rock-Ola accomplishment. Standard equipment on 1940 Super and Master Models.



The famous Rock-Ola Leadership Girl is featured on the cover of the colorful "Hollywood Style" 12-page catalog. Write today for your copy of this unusual booklet.

ROCK-OLA

LEADERSHIP



SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

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822 Carondelet Street

NEW ORLEANS, LOUISIANA

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AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

COLORADO TAX RULINGS

In states where sales and service taxes are in operation, there is often a question what coin operated machines are taxable and what are not. In Colorado, under service tax ruling No. 105, penny weighing machines whose sole function of use is to register and record weight of persons using them are not taxable. However, if the scales in addition to the function of weighing and recording weight, prints the weight on a slip containing advertising matter, the machine takes on a connection of mixed use, and since the use is in the nature of an amusement or for advertising purposes, they are taxed as vending machines, since their use for taxable purposes discredits them for exemption. Any machine which performs any other function than weighing should be registered.

It has been ruled, however, that service rendered by coin operated foot oscillating machines are in the nature of clinical services, and as such would fall within a special service tax ruling, which holds that such services are deemed part of medical service, and therefore exempt.

TEXAS CROWD ENJOYED TRIP TO SHOW

Everyone who traveled with the Texas delegation to the big coin machine show had a swell time. Although we arrived in Chicago two hours late, all were happy and enjoyed the greeting given us by Jim Gilmore and his little German band. Snow was flying and whipping the faces of the Texans as they rushed for cabs and headed for their hotels.

Some of the boys enjoyed a few hours at the art of cards during the

trip, while others renewed and reviewed the days of operating and predictions regarding 1940 filled the Pullmans and the observation car.

Among those traveling with the delegation were Dick Warncke, San Antonio; Wilkey Wilkinson, San Antonio; Mr. and Mrs. Earl Reynolds, Ed Furlow, Collis Irby, Mr. and Mrs. Ed Brown, John Backman, Fisher Brown, Joe Williams, all of Dallas; Guy Kincannon and Speedy Walker, Waco; Leslie Frankrich, Joe Sherburn, Willard White, Ernest Walker, Mr. and Mrs. Russell, all of Fort Worth; Harold Horton, H. M. Crowe, L. R. Gardner and George Prock, Houston; and Operator Woody of Paris joined the crowd at Texarkana.

PAIR-POCKETS IS NEW BALLY FEATURE

Pocket-type novelty games are again in big demand, according to George Jenkins, sales manager of Bally Mfg. Company. "Although spiral bumpers continue in favor," Jenkins explained, "operators' requests lately have reflected an increasing public demand for pocket play machines. Bally is meeting this demand with the new Dandy 5-ball game, interchangeable on location for free play or novelty play.

"When we 'cracked the champagne bottle' over the first hand sample, we said, 'It's a Dandy!' When we showed it at the January Show, the trade's comment was also, 'It's a Dandy!' And now that the first few hundred shipped have been on location a week to ten days, 'It's a Dandy!' is the unanimous verdict.

"Dandy has all the features needed to bring novelty earnings back to life. The Pair-up-Pockets idea



J. W. (Dad) Johnson, head of the Ideal Novelty Company, Fort Worth, whose birthday falls on February 22, the same as his namesake, George Washington. The W in Dad's initials stands for Washington. Mr. Johnson says that he is expecting 1940 to be a banner year for his business. Dad is termed the "Dean" of all Southwest operators.

provides plenty of suspense. The Double-Score and Out-Hole Award features insure big-winner appeal, together with plenty of intermediate awards. And, thanks to the single-pocket lane in the middle of the board, Dandy actually has one-shot play appeal. In other words, although the player has 5 balls to maneuver with, he can score up to 30 free games with a single skillful shot."



The "Leadership Girl" and her group of six assistant drum majorettes who were in constant appearance on Rock-Ola's 16th floor at the Sherman Hotel during the show. The six drum majorettes acted as guides and directors under the capable direction of their manager, Major Booth.

IT WAS A GREAT SHOW

By TOM MURRAY

That's the best way to express it. The 1940 Coin Machine Show, sponsored by Coin Machine Industries, Inc., and managed by that genial fellow, Jas. A. Gilmore, was a great show, one of the best ops have attended for several years. It seemed like "old times" with the many exhibits and the crowded exhibit halls. No doubt there was approximately 5000 operators and jobbers registered, which is a good attendance for anybody's show.

Another outstanding feature of the recent show was the fact that the visiting operators bought machines and products. I talked with a large number of exhibitors and everyone expressed satisfaction at the buying which was in evidence. It was pleasing to note the attention given the legal machines, both of the amusement and service type. And it was pleasing to note the many different types of legal machines on display. Among the many types of legal machines were Vibrators, Beverage Venders, Voice Recording Machine, Photo Machines, Electric Shaving Machines, Book Venders, Target Practice, Pencil Venders and hundreds of machines that vend various merchandise.

In the amusement division there were many new and startling innovations for the live-wire operator to view and feel with his own hands. There were also several new music machines displayed, along with a large number of music installation systems. Many of the leading manufacturers, in addition to their regular exhibits, occupied complete floors of the Sherman Hotel. Rock-Ola Manufacturing Corporation took over the entire 16th floor of the Sherman and along with their many distributors proclaimed the merits of their Luxury Lightup Phonograph and their bowling game, Ten Pins. Bally Manufacturing Company also took over an entire floor of the Sherman and displayed the many Bally machines.

Salesboards and deals came in for their place in the spotlight and penny weighing scales stood out brighter than ever with the Watling, Kirk and Lo Boy leading the scale parade. Cigarette vending machines were also around as well as the many super candy bar venders and, of course, the old "standby" peanut and ball gum venders were also prominent. A breath pellet vender which was offered by Automatic Games of Chicago, made a big hit with operators.

Never before have operators had so many good money-making machines at their command. If 1940 is a poor year for any coinman it will be his own fault and not because the manufacturers failed to provide him with machines. Regardless of your territory, conditions



A portion of the Bally exhibit at the recent Coin Machine Show, held in Chicago, Sherman Hotel, January 15 to 18. The booth was crowded by interested operators who enthused over the many Bally products.



The DuGrenier "Champion" cigarette machine booth at the Show. The entire executive and sales force of DuGrenier Sales Corporation were present.

or what-not, there are plenty of machines that can be operated.

Without doubt every operator who attended the big show profited thereby. He or she gained a quota of information and knowledge that will be profitable during the years to come. Every coinman should start now and make arrangements to attend the coming 1941 show.

Yes, suh, it was a great show.

The middle-aged childless farmer and his wife resorted to prayer, that their loneliness might be relieved. After a time, they were receiving congratulations on the birth of triplets.

"Prayers are always answered!" exclaimed a piously enthusiastic friend.

"Yes," replied the farmer, "but I never prayed for no brumper crop like that."

J. FRED BARBER PLEASED WITH RECORD SALES

J. Fred Barber, manager, Radio City Distributing Co., 800 Jackson street, Dallas, distributors of the famous Royale and Varsity records, reports a fine business since the opening of the Dallas branch.

Fred is well known among the music operators of the great Southwest and, no doubt, will really go places with the United States Record Corporation platters.

Biggs: "Ted is very fond of his country sweetheart. He says that he loves the very ground she walks on!"

Boggs: "He means it, too! That land is worth \$300 an acre!"

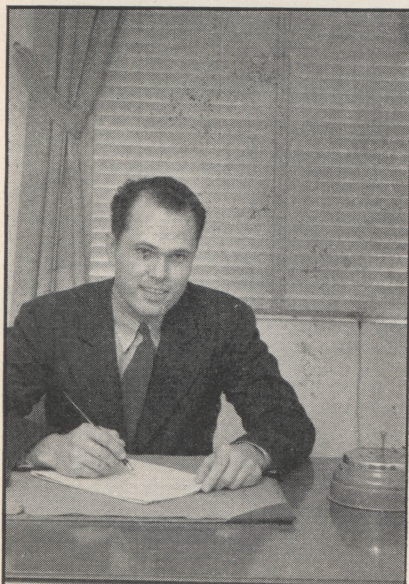
FOLSOM & BROWN USE AUTOMATIC WORLD AND WIN SALES CONTEST

Several months ago the Northwestern Corporation, makers of the famous Northwestern Venders, launched a sales contest among their many live-wire distributors throughout the United States. It was a very interesting sales contest with every distributor lashing his steed for a win from the very start to the final finish.



Fisher Brown

Down in Texas the Folsom & Brown Distributors made ready for the race, and when the dust had



Jack Folsom

cleared away they were **FIRST PLACE WINNERS.**

One of the first moves this wide-awake firm made was to enlist the services of AUTOMATIC WORLD,

contracting for a full page advertisement which appeared in every issue of this "second oldest coin machine paper" in the world. Each month the AUTOMATIC WORLD carried the Folsom & Brown message to its 5000 readers and in the end was instrumental in helping to put this Southwest distributing firm out in front in the sales contest. Folsom & Brown used the AUTOMATIC WORLD exclusively for their advertising during the entire contest.

But they are not through making sales because they have made plans preparatory to registering their biggest year's business during 1940 and their plans contain a regular advertising schedule in AUTOMATIC WORLD. These shrewd business executives, Fisher Brown and Jack Folsom, who head the organization, are not spending their advertising dollars foolishly. They are acquainted with the ability of AUTOMATIC WORLD and they profit by using its columns.

They offer merchandise operators a selection of choice **CHEF** brand Spanish and Jumbo peanuts, Cashews and Boston Baked Beans which are roasted daily in their own roasting plant. Jack Folsom, a tireless worker, keeps the roasting plant going night and day if necessary in order to furnish operators with fresh merchandise.

PATRICK DOLAN JOINS COLUMBIA CORP.

Appointment of Patrick Dolan as Sales Promotion Director of Columbia Recording Corporation was announced today (Monday, Jan. 29) by Edward Wallerstein, President.

In August, Dolan joined the Publicity Department of the Columbia Broadcasting System. In his new post with the CBS subsidiary, his office will be at the record company's plant in Bridgeport, Conn.

For a year before going to CBS, Dolan was in Europe organizing and promoting the sale of the Christy Wave and other Christy products.

Prior to his European trip he was in the Promotion Department of the Chicago Times. Previous connections were with the Raymond C. Hudson and Harry Costello advertising agencies of Chicago. In 1936-37, he was Advertising Manager of the Marquette Building Trust in Chicago. He broke into advertising with the Commonwealth Edison Company in Chicago, where he handled house organs, direct mail, radio and publicity.

In his new Columbia post, Dolan succeeds Ralph Linder, who resigned Jan. 15.

A Scotchman and a dozen friends had just finished dining when the waiter arrived with the check.

"Give it to me, I'll pay it," came in loud tones from the Scotchman.

The following day in the newspapers, headlines appeared stating: "Scotchman kills ventriloquist."

THE EXHIBITS

by
An Observer

Never before has there been such elaborate creations in exhibits as the last coin machine show presented. Beauty and decorative art stood out like a diamond, a big diamond, and the 1940 exhibits will go down in history as the most beautiful ever created for a coin machine show.

The Rock-Ola display of their Luxury Lightup Phonograph was a master stroke of art. One simply stood in amazement as the beauty of this exhibit intoxicated each visitor. Such glamor was never before attempted in the presentation of a display at the annual show. Rock-Ola did a job worthy of highest praise.

There were also many more attractive exhibits, Bally, Ponser, Western, Universal, Watling, Pan Confection, Penny Phono, Exhibit and Shyvers.

Permo Point Products offered a unique idea in display by showing a "needle in a hay-stack." Their exhibit attracted much attention. Dave Gottlieb had an unusual display as well as did Stoner Corporation.

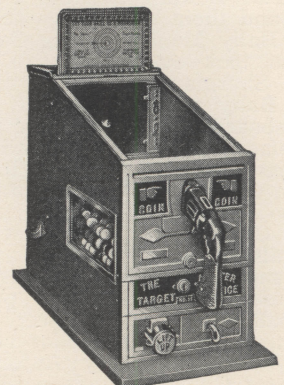
After all is said every exhibitor done an unusual job of displaying their products at the recent show. If they do as well at the 1941 affair operators will again receive a big treat.

"And now," said the teacher, "will someone please give us a sentence using the word 'candor'?"

"Please 'm," said the bright little boy in the front seat, "my papa had a pretty stenographer, but after ma saw her he candor."

"MASTER"

You'll Make Money, Too,
IF YOU OPERATE THE



TARGET PRACTICE

WRITE FOR DETAILS

The Norris Mfg Co.
COLUMBUS, OHIO

Orchids Again!



**WURLITZER'S
THE WINNER**

INTRODUCED SIMULTANEOUSLY FROM COAST TO COAST AT

Thousands of Music

"AGAIN WURLITZER"

WURLITZER



47 DISTRIBUTOR SHOWINGS

Merchants say....

LEADS THE FIELD"

S THE WINNER



The verdict is in! From Maine to California thousands of Music Merchants have seen the new Wurlitzers—heard them play—compared them from every conceivable standpoint and proclaimed Wurlitzer the Winner!

At 47 Distributor Showings, these men, whose incomes depend upon the earning power of the phonographs they operate, unanimously acclaimed Wurlitzer's four new 1940 Models the greatest potential profit producers ever offered in automatic music history!

Everywhere You Hear It...

THE **NEW WURLITZERS** ARE
THE MOST BEAUTIFUL AUTOMATIC PHONOGRAPHS EVER BUILT

MOST BEAUTIFUL
PHONOGRAPHS I
HAVE EVER SEEN

SURE PACKS
A LOT OF
PLAY APPEAL

THAT MEANS
PROFITS
TO US

THAT GLAMOUR
LIGHTING IS
GORGEOUS



Talking Over Wurlitzer's New Models: Music Merchants Harry J. Arnold, Pool-Arnold Co., Valparaiso, Ind.; S. A. Smith, Century Music Co., Chicago, Ill.—O. J. Turner, Turner Amusement Co., Schererville, Ind.; C. W. Hoffman, Automatic Phonograph Co., Chicago, Ill.

Music Merchants everywhere were enthusiastic over the continuous, moving, colorful illumination in the pilasters and the brilliant, dancing bubbles in the smartly styled grille of the Wurlitzer Model 800.

They were equally enthusiastic to learn that Wurlitzer was continuing to offer 24 record Console Models and Visible

Record Changers on *all* Models. Both these exclusive features have proved their ability to give Wurlitzer Automatic Phonographs unrivalled crowd-pulling power—greater play appeal—higher earning power. Again the Music Merchants have looked at and listened to all the new models and agreed—Wurlitzer's the Winner.



MODEL 800

Music Merchants Enthusiastic



MODEL 700

OVER DESIGN OF **WURLITZER** Model 700

BECAUSE THEY CAN CHANGE COLOR ILLUMINATION IN PILASTERS



"Wurlitzer Model 700 is a winner. Particularly like the opportunity it offers to change the color scheme by using bulbs of varying or single colors in the pilasters."—*Joe Mangowe, Melody Music Co., Vineland, N. J.*

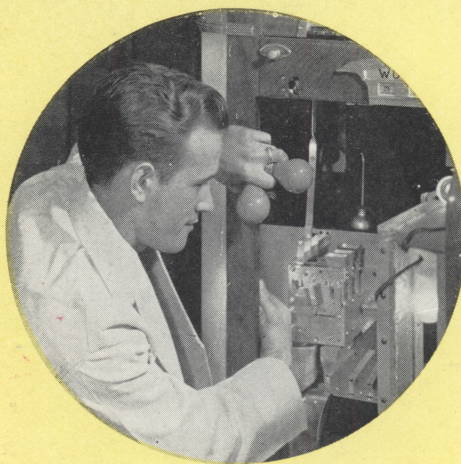


"24 records — visible record changers—wide variation of color possible in pilasters all contribute to make Model 700 a popular phonograph. Predict I will land many new locations with it."—*E. H. Ptacek, Ptacek Bros., Manhattan, Kansas.*



"Expect to crack locations I never could get before by putting in Model 700. Proprietors will be highly pleased over variations possible by changeable color feature in pilasters."—*Henry J. Windt, Indianapolis, Indiana.*

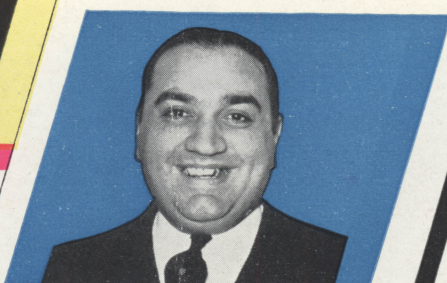
No feature of Wurlitzer's Console Model 700 attracted more attention or drew more praise than the fact that the pilasters may be illuminated either by using bulbs of varying colors to attain a rich blending of shades, or, by single-color bulbs.



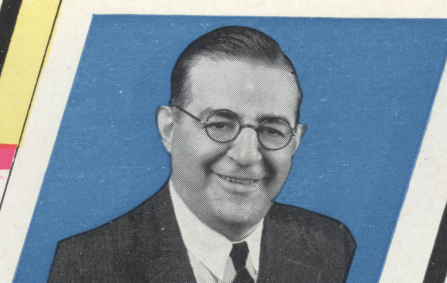
Read what the men pictured here say about how this feature will help them line up new locations. Realize that the Model 700 with its changeable color illumination in the pilasters will prove a big profit producer for you, too.



"I am immensely pleased with the Model 700. Glad to see Wurlitzer steer clear of gaudy circusy stuff. This console has class—will appeal to better type locations all over the country."—*H. C. McCoun, Denver, Colorado.*



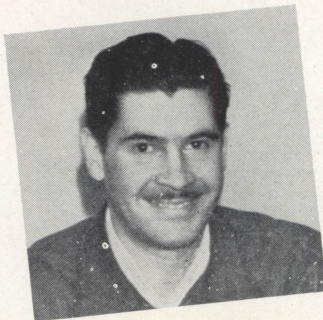
"Rich blending of color possible in Model 700 makes it adaptable to any location. Will use bulbs of single color in some instances—varying shades in others. It's a beauty either way!"—*Joseph Salera, Pittsburgh, Pa.*



"Nice going Wurlitzer! Model 700 is a beauty. Rich quality appearance appeals to high class locations. Variable color illumination through change of bulbs also a mighty popular feature."—*Jubert J. Malouf, Niagara Falls, N. Y.*

SUCCESSFUL MUSIC MERCHANTS SAY:
WURLITZER'S NEW COUNTER MODELS
*Will Open Up Thousands of
 New Locations*

"Any Music Merchant who can't find a dozen spots for that new Wurlitzer Counter Model 41 is asleep on the job. With all the features it offers for the price, it's a sure-fire profit maker. Watch my smoke!"—Jerry A. Page, Independence, Mo.



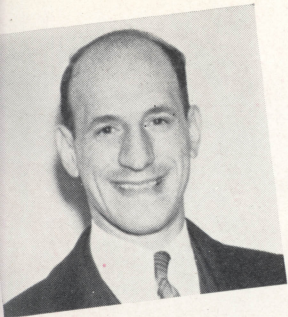
"Model 41 is just what I need to carry around and test the earning power of spots I've always wondered about. It's a little beauty and a big money maker, make no mistake about that."—Guy Costantini, Hopedale, Ohio.



**MODEL 41
 THE SMALLEST
 COMPLETE
 AUTOMATIC
 PHONOGRAPH
 EVER BUILT**

Features Glamour Lighting—Cabinet finished four sides—Built-In Speaker—Visible Record Changer—Mechanical Record Selector—Wide Range Adjustable Tone—Hi-Speed Service Set-Up—Magnetic Coin Equipment. Plays 12 records. Weighs only 105 lbs. Can be easily carried into a location, used as a test model to determine potential earnings of a larger Wurlitzer. Costs so little to buy and operate, it's an assured big profit producer.





"Good news for 1940! That's what those two Wurlitzer Counter Models spelled for me. They'll certainly pay big returns on the small investment they take."—Samuel Lerner, Stanley Music Co., Philadelphia, Pa.



"Got a real thrill when I saw those two Wurlitzer Counter Models. Take it from me, I'll make money in 1940 with those little beauties."—C. M. Stokes, Jr., Jacksonville, Fla.



"Those two new 1940 Wurlitzer Counter Models are the hottest numbers I've seen in many a day. I'll say Wurlitzer's the Winner!"—C. E. Maser, Midwest Music Co., St. Joseph, Mo.



"Wurlitzer never misses! Two new Counter Models—both knockouts and both due to pay me plenty of money in 1940. Nice going!"—D. R. Witman, Lorain, Ohio.

MODEL 71

A COUNTER MODEL
PHONOGRAPH WITH
CONSOLE MODEL
FEATURES

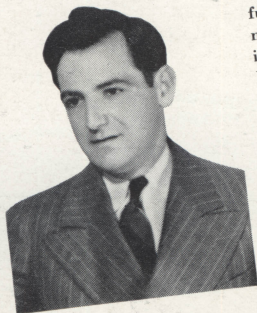
Sensational play appeal through Glamour Lighting, Cabinet finished four sides, Piano Type Keyboard, Wide Range Adjustable Tone, Visible Record Changer and 12 record selectivity. The "Seventy-One" is equipped with Wurlitzer's Moto-Drive Coin Switch that eliminates butterfly switches—Play Meter—5, 10, 25 cent Magnetic Coin Equipment—Hi-Speed Service Set-Up—Mechanical Record Selector. The most beautiful Counter Model Phonograph ever built.





Wurlitzer's Moto-Drive Coin Switch Has Solved Another Problem

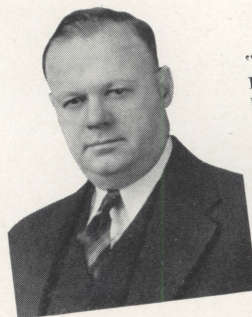
No more butterfly switches. No more delicate adjustments! Every Music Merchant who has seen Wurlitzer's sensational Moto-Drive Coin Switch has instantly realized that here is the greatest contribution ever made to efficient coin registration—another Wurlitzer triumph!



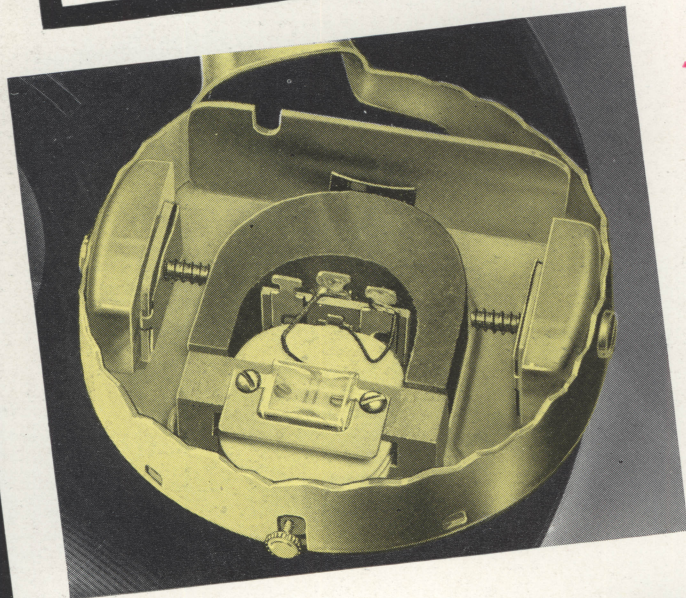
"No butterfly switches. No more location refunds. That was sweet music to my ears. Never in my life have I heard Music Merchants so enthusiastic over any one feature as they are over Wurlitzer's Moto-Drive Coin Switch. It's going to line up plenty of spots for me."—E. A. Tarmen, Tarmen Amusement Co., Milwaukee, Wis.



"Wurlitzer's Moto-Drive Coin Switch absolutely eliminates location refunds and headaches that go with them. That's front page news to any Music Merchant. Believe me, we're thankful to Wurlitzer."—Chas. Bernoff, Regal Music Co., New York City.

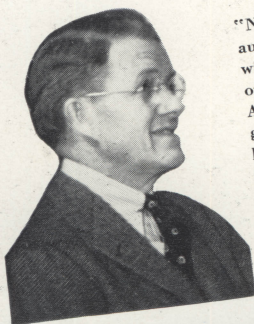


"When I saw the Moto-Drive Coin Switch and heard butterfly switches were gone I tossed my hat in the air. It's the greatest advance in coin registration ever made. Mighty glad I'm a Wurlitzer Music Merchant."—W. H. Benton, Jr., Houston, Texas.



Improvements in Pick-Up Mechanism and Tone Control Mean Better Music — Important Savings in Record and Needle Costs

Oil damping eliminated! Pick-Up sealed at the factory with no adjustments required in the field! Improved selective tone control of both base and treble ranges. Better tone. Longer record and needle wear. Greater play appeal for the 1940 Wurlitzers than any phonographs ever offered before.



"Never have I heard automatic phonographs with the magnificent tone of the 1940 Wurlitzers. Add this feature to greater record and needle life and I'll say Wurlitzer has done plenty to keep Wurlitzer Music Merchants way out in front for 1940!"—Otto Jensen of Jensen & Jensen, Logansport, Indiana.



"Not only Wide Range Adjustable Tone but a new sealed Pick-Up and elimination of oil damping. I can truthfully say Wurlitzer did a real job all the way through in these beautiful 1940 Models."—James Pasanante, J & J Novelty Co., Detroit, Mich.



"How do you do it? Not only better tone but adjustable tone. Not only longer record life but longer needle wear, too. No more oil damping. No more adjusting Pick-Up mechanism in the field. My hat's off—and way off to Wurlitzer."—Norman Stevens, Sedalia, Mo.

SERVICEMEN ENTHUSIASTIC OVER WURLITZER'S HI-SPEED SERVICE SET-UP

Everywhere Servicemen say the 1940 Wurlitzers establish new standards for quick, easy servicing. Records are changed from the front. Collections are made from the front. The Play Meter is read from the front. Service is accomplished from the front. And unit assembly construction reduces service on locations to a minimum.

Console and Counter Models offer identical convenience. Even record changing has been made easier than ever before.

No wonder Servicemen are enthusiastic over the 1940 Wurlitzers. No wonder Music Merchants say Wurlitzer Hi-Speed Service Set-Up means big savings in servicing costs—greater net profits!

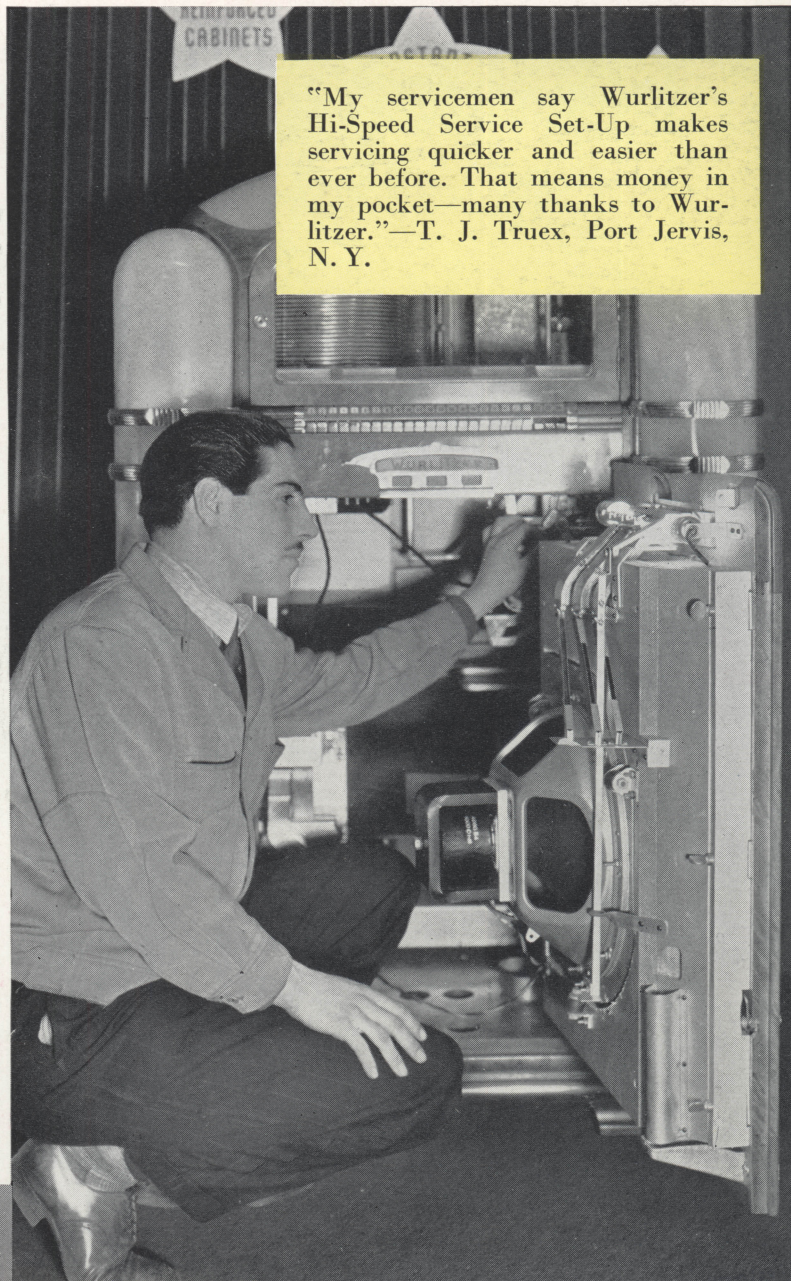
"Servicing the 1940 Wurlitzers is a lead pipe cinch. Even record changing is easier than ever before."—Albert Shapin, Service Man, Universal Automatic Music Co., Chicago, Ill.



"Model 41 is another Wurlitzer triumph! The entire mechanism is accessible without removing any parts. A truly high-speed service set-up."—Johan de Young, Service Manager, Marquette Music Co., Detroit, Mich.



"My servicemen say Wurlitzer's Hi-Speed Service Set-Up makes servicing quicker and easier than ever before. That means money in my pocket—many thanks to Wurlitzer."—T. J. Truex, Port Jervis, N. Y.



"What a saving in service time and costs! Never saw anything like Wurlitzer's Hi-Speed Service Set-Up."—James Stavredes, Service Manager, Winrox Vending Co., Winthrop, Mass.



NEW WURLITZER MODELS OPEN NEW OPPORTUNITY TO PROFIT BY WURLITZER'S MODERNIZATION PLAN

No idea ever offered Music Merchants has proved more profitable to them than Wurlitzer's Step by Step Modernization Plan.

Everywhere Music Merchants who applied this Plan to their operations have reported a substantial increase in the average net profits from their entire operation.

By turning in their older Wurlitzers toward brand new, big earning instruments—installing these machines in their best locations and moving their other phonographs right down the line, they have increased their earnings from each and every location.

The 1940 Wurlitzer Models are the most beautiful phonographs ever built! Packed with play appeal! Sure to produce greater profits for Wurlitzer Music Merchants! But, more than that—they offer a new opportunity to apply Wurlitzer's Modernization Plan to your operation.

See these four great models in action. Hear them play. I am confident that you will instantly realize that now, as never before, it will pay you to modernize your locations under Wurlitzer's Modernization Plan.



Mike Hammer

GENERAL SALES MANAGER
NORTH TONAWANDA DIVISION
THE RUDOLPH WURLITZER CO.
NORTH TONAWANDA, NEW YORK

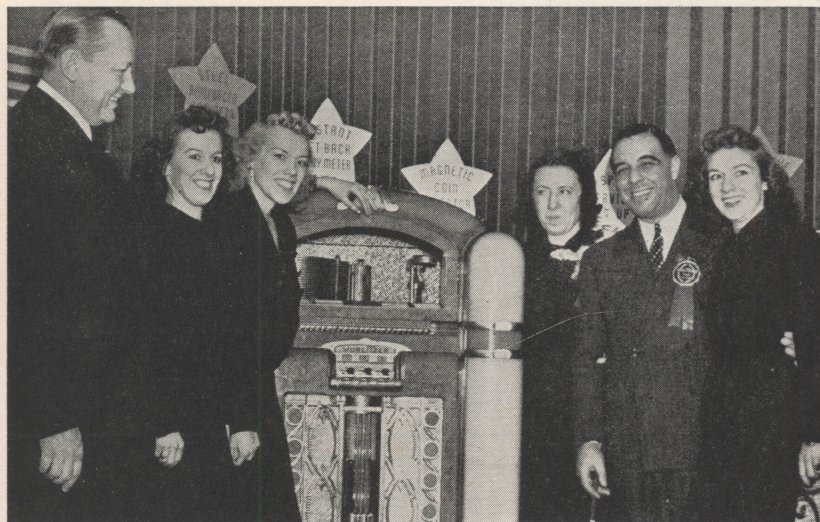
WURLITZER NEWS

Wal-Bil Novelty Co. Celebrates National Wurlitzer Days

Wurlitzer Distributors for St. Louis, the Wal-Bil Novelty Company, played host to a steady stream of visiting Music Merchants on National Wurlitzer Days January 8, 9 and 10 in conjunction with the introduction of Wurlitzer's 1940 Models.

According to Pete Brandt, General Manager of this live distributing concern, both enthusiasm and orders ran high.

"It was a toss-up," said Pete, "whether Glamour Lighting, the Moto Drive Coin Switch or Wurlitzer's Hi-Speed-Service-Set-Up created the greatest excitement. All I can say is that the boys agreed to a man that the 1940 Wurlitzers offer great profit possibilities."



Modern Vending Entertains Varsity Record Stars at Opening

Simultaneously with the opening of their new quarters and the celebration of National Wurlitzer Days, Modern Vending Company, Wurlitzer Distributors in New York, entertained many celebrities—a typical group shown at the left includes Ernie Petering, Assistant Sales Manager of the Rudolph Wurlitzer Company, two of the Hylton Sisters, Exclusive Varsity Record stars, a Model 800 Wurlitzer Phonograph, Miss Shonberger, head of Modern Vending's Record Department, Nat Cohen, Modern Vending executive, and a third Hylton sister.

Said Nat, "We had many prominent visitors, but the four biggest stars on hand were the four 1940 Wurlitzer Models. Everybody gave them a big hand."

Carl King, Indiana Music Dealer Signs on Dotted Line

Carl King, Wurlitzer Music Merchant of Elwood, Indiana wasted no time in ordering a number of 1940 Wurlitzer Models. Shown here with Paul Jock, Guarantee Distributing Co., Indianapolis Wurlitzer Distributors, Mr. King said, "Will I modernize my operation in 1940? You bet I will. That Step-by-Step Modernization Plan works. I've tried it and know. Here's for the greatest profits yet in 1940!"



Chicago Simplex Distributing Co. Introduces 1940 Wurlitzer Models

Showing to a packed house for three successive days, the Chicago Simplex Distributing Company, Wurlitzer Distributors in the Chicago area introduced the 1940 Wurlitzers with considerable pomp and ceremony.

Celebrating National Wurlitzer Days, January 8, 9 and 10, the Company held open house to record-breaking numbers of Music Merchants from Chicago and vicinity.

Headliners of the showing were, of course, the four 1940 Wurlitzer Models and judging by the applause, they are scheduled for a sensational year.

According to Alvin Goldberg, General Manager and owner of Chicago Simplex, no one feature of the new instruments could be said to have garnered all the praise.

"The beauty of Wurlitzer's Lighting, the audible improvement in tone through the simplified, improved Pick-Up mechanism and 3-step Dual Tone Controls, the obvious saving in the time and money through the Hi-Speed Service Set-Up—they were all received with tremendous enthusiasm. I can't recall any feature on any phonograph in years that met with so much favorable comment as the new Moto-Drive Coin Switch. Believe me, when you tell a Music Merchant that butterfly switches are gone, he sits up and takes notice. And the same with oil damping. The fact that Wurlitzer eliminated that in their improved Pick-Up scored another big hit.

"All in all, the introduction of these models stirred up more optimism than we had ever hoped for. And those Counter Models got a tremendous hand in themselves. I don't know how many Music Merchants whom I talked to personally took one good look at those little beauties and immediately started to

figure out locations for them. Many of them plan to modernize their operations under Wurlitzer's Step-by-Step Modernization Plan at once."

The Chicago Simplex party included music and refreshments during the entire three days and their quarters were packed with Music Merchants and their wives during the entire showing.

Questioned as to actual orders placed, Mr. Goldberg stated, "That's the proof of the pudding and these men came in a buying mood. Yes, sir, our orders were splendid and I firmly believe it indicates a grand year for everyone concerned in the business."

Eva: "First it was love. He fascinated me . . . and I kissed him!"

Evaline: "Yeah, I know, and then he began to unfascinate you . . . and you slapped him!"

AUTOMATIC SALES CO. EXPANDS ITS SERVICE

NASHVILLE, TENN.—In an effort to be of greater service to his operator customers, Joe Frank, of Automatic Sales Co., states that he has recently made arrangements to supply all types of used and new equipment.

A complete stock of used games is now carried at all times to meet operators' demands, and the company is now representing all the larger and many of the smaller manufacturers, Frank says. A liberal trade-in allowance arrangement has been set up which, according to Frank, is meeting with enthusiastic response from operators in and out of town.

Frank makes frequent trips to Chicago to look over the new machines announced by manufacturers and check deliveries so his customers will not be disappointed.

There are about a million orchid seeds to the pod, but out of the plants raised from them 999,999 die.



Larry Cooper, Illinois Wurlitzer District Manager; Alvin Goldberg, Manager and owner of Chicago Simplex Distributing Company, host at the party; and Bob Cooper of the Chicago Simplex organization.



On the third day of the showing, Chicago Simplex Display Rooms were still packed with interesting Music Merchants. Front center right at the moment this picture was snapped, Alvin Goldberg, General Manager of Chicago Simplex Distributing Company, S. A. Smith of Century Music Company, Wurlitzer Music Merchants and Larry Cooper, Wurlitzer District Manager for the state of Illinois.

Phonograph Operators

The 1939 VELVETONE
2000-Play Needle

Is Now the Peer of Them
All.

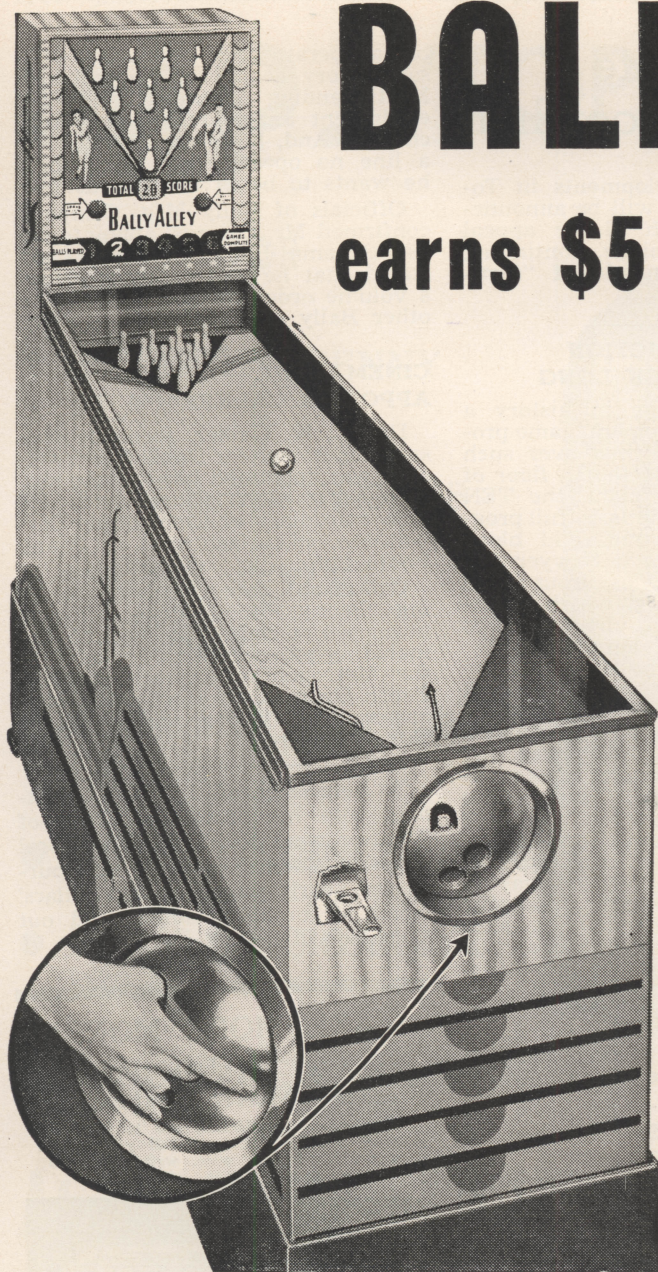
IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

Please Mention Automatic World
to Advertisers



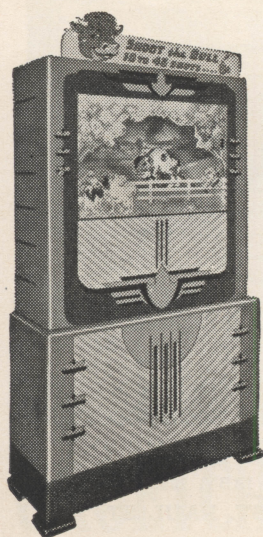
BALLY ALLEY

earns \$5 to \$35 daily profit

● Actual reports from operators coast to coast prove that BALLY ALLEY earns from \$5 to \$35 daily net profit. There's a reason—**5-POINT BOWLING REALISM**. Only BALLY ALLEY has **all** these realistic bowling features, insuring continuous repeat play: (1) **REALISTIC WOOD PINS** fly out of sight when hit; (2) **BOWLER'S GRIP** ball control (see circle insert at left); (3) **FULL PLAYER CONTROL** over aim and Hook-Shots; (4) **SPEED CONTROL**; (5) **OFFICIAL SCORING**, extra points for **STRIKES** and **SPARES**.

Guaranteed NEW IMPROVED MODEL

New SHOCK-ABSORBER TYPE pins disappear from sight when hit; new POSITIVE PIN LATCH; many other IMPROVEMENTS. Guaranteed mechanically right. For your profit protection, invest in the GUARANTEED bowling game—BALLY ALLEY.

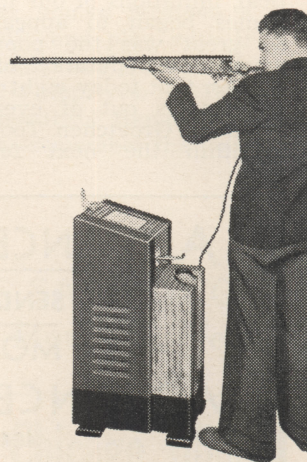


BULL'S EYE RAY-GUN TARGET GAME

New **SKILL-BONUS** feature insures REPEAT PLAY from ALL types of players—**amateurs and sharpshooters**. BULL'S EYE is designed to produce quick profits now and be your **meal-ticket machine** for many months to come. Hit the bull's eye of big profits—and freedom from legal worry—order BULL'S EYE today!

BALLY MFG. COMPANY

2640 BELMONT AVENUE, CHICAGO, ILL.



Token Payout Games Celebrate Fourth Birthday, Says Groetchen

When we displayed our GINGER Token Payout Game to a few privileged friends at the Coin Show four years ago, we hardly foresaw that we did then start an entirely new era of counter game operation methods, states Karl Klein, Groetchen Tool Company official.

Even in 1936, however, we felt proud of our accomplishment in having realized a long ambition—to give to operators an automatic payout game, in the \$25 price class, which would give them a complete check on intake and payouts.

After four years, Ginger Games still command the highest resale price in the used machine field, truly a magnificent tribute to this game's mechanical reliability and sustained earning power.

SPARKS followed about ten months after Ginger had been presented to operators, to fill a demand for a Token Payout Game, equipped with Gum Vendor. Many territories have been opened up and kept running successfully with Sparks Games, who rank high in the affection of operators, for the splendid service they have given for years.

MERCURY was first introduced about a year ago, and quickly gained popularity. Its new streamlined cabinet still remains unsurpassed in beauty and player appeal; its Bakelite ball handle was found so desirable that several other manufacturers were compelled to modernize their machines to keep pace with the swift tempo of creative design set by the Groetchen plant.

Again Groetchen was first, by introducing a year ago the "Discreet Payout" feature in their Mercury and Sparks games. Here the token disbursed falls unto a shelf inside the game, location pays out the reward shown on the token, and then pushes a plunger which deposits token inside cash box, where it remains to provide a full check on payouts at collection time.

Like pioneers in other fields, says Karl Klein, we have had to pay the penalty for being originators—as soon as our ideas were proven practical, imitations of our token payout games began to appear; however so great was the popularity and mechanical reputation of Groetchen Games, that today eight Token Payout Games out of every ten are made by Groetchen Tool Company.

Within the next few months,

startling new developments in Token Payout Games will be announced, increasing both player appeal and operator's earnings, continuing the Groetchen principle of "certified payouts."

TEN PINS PRODUCTION LINE SOLID BLOCK LONG

For the first time in history a coin-operated amusement game production line is stretched over such a long area. On the fourth floor of the huge Rock-Ola plant, the TEN PINS production line is in full progress and stretches one solid block from Kedzie Avenue to Sawyer Avenue, and then circles around the back of the building, which is another half block; so, virtually, it is a block and a half long.

Never before in the history of the coin machine business has such a vast production area been used for manufacturing a coin-operated amusement game. "We need it," says Jack Nelson, general sales manager of Rock-Ola, "to supply the orders coming in every day for this game. It seems there is no let-up. When we first started to make TEN PINS Bowling Alleys, there was no doubt in our minds but that our plant would be big enough to supply the demand; however, even our tremendous capacity is being utilized to its fullest extent to fill the flood of daily orders. Production, however, is being increased daily, and deliveries are being handled within a short time of receipt."

CHARLIE CASMUS GETS BALLY LINE

"Prosperity for Alabama operators," says Charlie Casmus Mint Vending Company, Birmingham, "is now as simple as A, B, C. The A is for Alabama, where plenty of money is in circulation. The B is for Bally and the wonderful line of Bally games for every operating condition—ranging from the sensational Bally Alley strictly legal bowling game to that mighty molecule of money-makers, the Bally Baby penny-play counter game. And the C, of course, is for Casmus—because I have now made arrangements to distribute Bally products in Alabama. A stock of Bally equipment will be carried at all times, insuring prompt delivery to Mint Vending customers, and every Ala-

bama operator can be assured of a satisfactory deal when he comes to Mint Vending to trade in his old equipment and purchase new machines. And, believe me, Bally has a line no operator can pass up if he wants to be in the big money."

Officials of Bally Mfg. Company confirmed Mr. Casmus' appointment as Alabama Bally distributor and stated that he had recently placed a volume order for Bally Alley and other Bally machines.

CINEMATONE APPOINTS CALKER

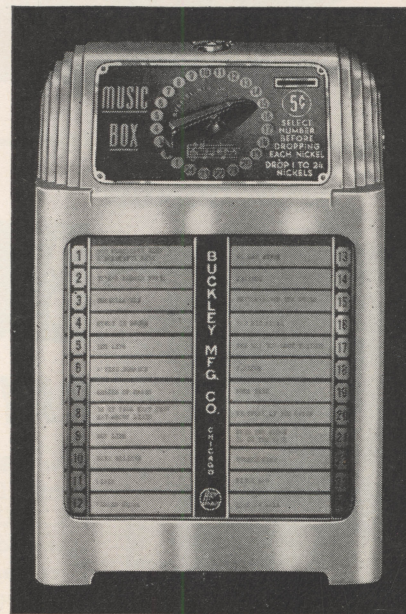
Darrell W. Calker, formerly musical supervisor for Davis & Schweigler, was appointed head of the music department of Cinematone Studios, subsidiary of Cinematone Corporation, manufacturers of Penny Photo automatic phonographs.

Calker will have charge of recording "Penny Phono" discs, bringing to his job an impressive background including experience as arranger for the Metropolitan Opera Company, Ferde Grofe, Carl Hoff and assistant conductor and arranger with the Roxy Theatre.

To help celebrate his first Christmas with his bride, the Duke of Windsor went to his favorite floral shop at Cannes, France, and purchased nearly three hundred dollars' worth of orchids, violets, and out of season lilacs.—Penn-Trail.

MAKE MORE MONEY WITH Buckley Music Systems

No better installations are to be had than Buckley. Let us tell you more about it Phone, wire, write or come see us.



WALBOX SALES CO.
COLLIS IRBY, Manager
602 N. ST. PAUL ST.
DALLAS, TEXAS

ADVANCE VENDING MACHINES

SEND FOR CATALOGUE NO. 39

MORE THAN 100 MODELS

ADVANCE MACHINE COMPANY

4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

IMP- "TOPS FOR SPOTS"

GUM VENDOR

- STRAIGHT PENNY PLAY
- SIZE 5x5x6 INCHES
- RADIO STYLE CABINET
- COIN METER (\$1.50 EXTRA)
- GUM LOADING DOOR
- FRUIT OR CIGARETTE REELS
- HINGED REWARD SIGN



At \$12.50 IMP DOMINATES THE LOW-PRICE FIELD!
(CARTON OF SIX—\$67.50)

Since its supreme success at the recent Coin Show in Chicago, IMP continues to write the most brilliant chapter in the history of the industry. Clear across the nation—from Maine to California orders from progressive operators pour in like a tropical rain. Is it any wonder—IMP is "Tops for Spots." Just cast your eye at the illustration of IMP. See that cabinet—smartly styled to resemble a miniature radio. Look at that hinged reward sign . . . doesn't it add to the radio "illusion?" And observe the three reels which you can have in cigarette or fruit sym-

bols. Ah, but what you can't see is the simplified mechanism inside . . . the new roto-matic coin chute—it's cheatproof, clogproof and foolproof, too—shows last coin played. But the IMP is "all there"—inside and outside it's perfect. After you've received a carton or two—take out an IMP, and play with it yourself. Find out how enticingly and quietly the reels spin. Note the precise 1-2-3 stop; yes, the IMP comes in assorted colors with beautiful Hammerloid or Meta-Lustre finish. And last—remember the least—the price is only \$12.50.

DISTRIBUTED BY

EARL REYNOLDS
4116 Live Oak St., Dallas, Texas

COIN MACHINE SALES CO.,
310 M & M Bldg., Houston, Texas

GROETCHEN TOOL CO., 120-122 N. Union St., Chicago, Illinois

BEST COIN MACHINE SHOW OF ALL -- SAYS GROETCHEN

Results of the recent Coin Machine Convention exceeded all expectations, says Richard Groetchen, congenial head of the Groetchen Tool Company. To do justice to our greatly increased line of counter games, bells, consoles and metal typers, we had doubled our space over previous years, and yet even this large display seemed hardly large enough to accommodate all of our friends and customers who were eager to inspect our latest releases.

Sugar King, our newest console type Bell, found the intensive interest of many of the best known successful operators in the country. Elimination of the objectionable side handle, substitution of a foot pedal for operating this game, light up symbols either with bell characters or leading cigarette brands, convertibility from nickel to dime or quarter play are an array of features which could not be found in consoles selling at twice the price of Sugar King.

Approval of this console exceeded our fondest hopes, and we are hastening our manufacturing operations to keep up with orders.

IMP—Gum Vendor was the hit of the Show, because its extremely low price makes it a desirable buy even for the smallest operator. Styled like a beautiful miniature radio, in sparkling colors, as well as in modern ivory, IMP had admirers galore, and orders piled in at a tremendous pace.

Our large manufacturing preparations enabled us to ship thousands of Imps within a week from the show; perfect timing of operations and supplies are resulting in record production figures on this desirable game.

Mercury and Sparks Token Pay-out Games, already friendly familiar to thousands of operators claimed their share of a large volume business; the new clock motor puts these games into a superior class all by themselves.

Neon Signs gave an additional air of distinction to our Metal Typers,

their appeal to operators of legal equipment reached a new high, especially in consideration of the long earning life which is a characteristic of Typers.

COLUMBIA CHROME BELLS marks Groetchen's entry into large size of bells, especially for club use, supplementing the highly successful group of Columbia Bells well known to operators. Styling of these bells reflects best modern industrial design, smooth operation, silence and reliable performance distinguish Columbia Club Bells.

In volume of business booked, this year's show eclipsed all previous ones, concludes Mr. Groetchen, we are more than pleased, and our thanks go to Mr. James Gilmore, Association Secretary and Director of the Show for the efficient way this show was conducted.

HARRY DROLLINGER JOINS KEENEY CO.

Chicago—J. H. Keeney & Co. have announced that Harry Drollinger, one of the oldest exclusive music machine operators in the United States, has been made assistant sales manager in charge of the music department at the Keeney plant. Announcement was made by Bill Ryan, newly appointed Keeney sales manager.

"Drollinger is probably one of the best known and best liked men connected with the music business," declared Ryan. "His music experience, in addition to being long in point of years, is varied as well. After being a most successful music operator he became a district manager for a large phonograph manufacturer. In 1937 he forsook this position to concentrate on remote control units for phonographs.

"Drollinger and his engineers designed a selective remote-control unit which was simple to install. He brought it to the attention of Jack Keeney, explaining that the new unit requires only a simple installation taking but a few minutes. The upshot was that

Drollinger found Keeney could manufacture the precision instruments, so he decided to join the Keeney firm. Drollinger is now in charge of Keeney plant No. 2, which is devoted to the manufacture of Keeney Selective Wall Boxes and the new Keeney Anti-Aircraft Machine Gun. The new Selective Remote Control unit has been further refined so that it may be used with any music machine. Provision is made for 12 to 24 records.

"Keeney plant No. 2, in addition to present production uses, will soon take on another duty when production is begun on Keeney's new Wall Speaker units. Drollinger will supervise production on this unit also."

WM. LIAS WINS PHONO AT SHOW

CHICAGO — Operator William Lias, Wheeling, W. Va., went home from the 1940 Coin Machine Show in Chicago richer by approximately \$400. Lias was the winner of the grand prize in a contest conducted by the Illinois Duo Lock Co. The grand prize was a phonograph. Raymond K. Gray, president of the lock firm, made the presentation. Twenty-five hundred operators participated in the contest, receiving a key at the firm's booth. The key which opened the phonograph was adjudged the winner.



A portion of the visitors who attended a recent prevue showing of the Seeburg Phonographs held by the Electro Ball Company, Inc., at the Plantation Palm Club, Dallas. Approximately 400 Music operators enjoyed a noon-day luncheon and at night an excellent dinner and dance.

30c Brings You \$4.50

If you operate the new

BREATH PELLET VENDOR

"KING JR." only \$3.95



**HIT OF THE SHOW
1940 "SILVER KING"**

In eleven beautiful colors SEE YOUR
JOBBER or get Free operating instructions
and circular from

Automatic Games

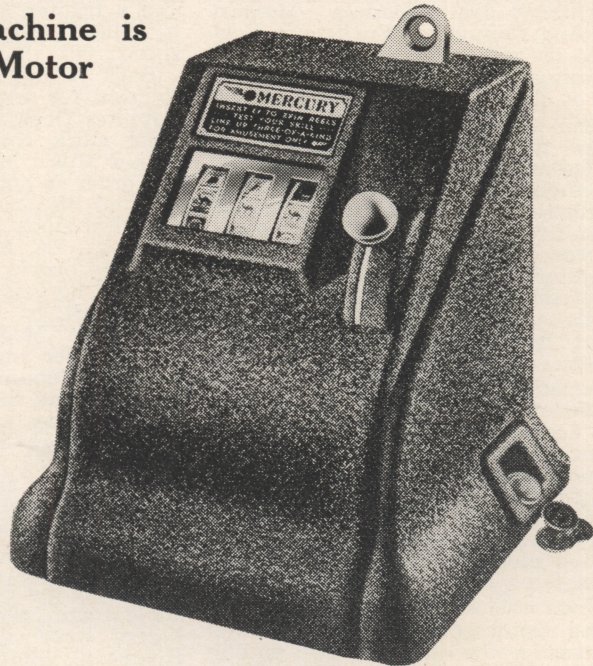
2425 Fullerton Ave., Chicago

Modern Motorized Mercury

The World's Greatest Counter Machine is
Equipped with the New Clock Motor

Remember when counter games were subject to the weather? Running sluggishly in cold weather, speeding like a demon on a warm day? That's all done with—a thing of the past. Clock Motors give Mercury a constant speed at any temperature. Reels click into place with precision 1-2-3 and out pops a token on a winner. It costs us thousands of dollars to develop this clock—it's a honey—and our patent attorney has seen to it that nobody else will copy it . . . so if you want the best token payout counter game—there is only one: Groetchen's MERCURY—all others are made obsolete by this Clock Motor. Price: only \$1.25 additional over the price you have been accustomed to pay.

Have you seen that new Hammerloid Enamel finish? So smooth you can wipe it clean in a minute. No wonder each Mercury sparkles on the counter; it has that come-hither look which makes people walk up with a roll of pennies, and just push that little ball lever down and down again. Try a sample of "motorized" Mercury—send order today—attach a Postal Money Order for \$5.00 deposit and within a few days you will unpack one of the neatest counter machines you ever laid eyes on—truly a mechanical marvel.



Straight Penny or Nickel Play

Groetchen Tool Co., 120-122 N. Union St., Chicago, Illinois

Houston Notes

Late in January Hans von Reydt of Houston was appointed District Manager for Rock-Ola. His territory includes Texas, Oklahoma, and New Mexico. Von Reydt is well known over the entire Southwest and already has received hundreds of messages congratulating him on his well deserved advancement.

Navigation Coin Machine Company has ceased business. D. W. Willett, who owned and managed that concern, is now in business in the company of Parker & Willett. The new company is on the corner a few doors from where Navigation Coin Machine Co. was located.

A showing of the 1940 model Rock-Ola phonographs held at the firm of Stelle & Horton, South Texas Distributors, on Jan. 31, was one of the best ever held in the city and attracted a capacity crowd. Throughout the day and until late at night the showroom, bar, and offices were filled with operators, their families, and friends from every part of the territory.

Eating and drinking, greeting old friends and meeting new ones, and signing orders for new phonographs was the general rule. H. H. Horton, general manager of Stelle & Horton; H. M. Crowe, traveling representative for the same company; Hans Von Reydt, newly appointed Rock-

Ola District Manager; and Franklyn N. Hurd, Rock-Ola factory representative, were largely responsible for the gathering which was an enjoyable and profitable one for all concerned.

E. C. Lear was elected executive secretary of Associated Phonograph Operators of Harris County, replacing W. A. Niemackl, who was killed in December. As late as Feb. 4 Lear had not definitely accepted the appointment.

Magnolia Amusement Co., owned and operated by Harry Armer and J. B. Belin, has been moved from Hamilton street to a classy location on South Main. The new quarters when completed will be a real plant.

A number of private offices, sound proof booths, plenty of parking, storage, and showroom space, and a large well equipped separate building for a phonograph cabinet shop is about the setup. Magnolia Amusement was recently appointed Texas distributor for the Phono-Mike, and are local distributors for two well known lines of amusement games. Armer stated that they were not at present distributors for any phonographs.

Bill: "I see where a man has at last invented a mud guard that will prevent mud being splashed on pedestrians."

Will: "But what's mud for?"

GOTTLIEB PROMISES BIG SURPRISE

Not Confucius, but Dave Gottlieb himself, this time, says: "Next week it will be revealed! There's big excitement in the industry, especially among the select group of distributors who saw the private preview of Skee-Ball-Ette in room 2184 Hotel Sherman during the convention. These men saw one of the most sensational ideas in game play ever conceived, something that actually thrilled these old-timers in the business, and they're not easily thrilled. They predict that this new idea will overshadow any game ever developed by the industry. There will be an important announcement about this amazing machine very soon! Be sure to watch for it!"

D. Gottlieb & Co. also take time out to express their thanks to the trade for overloading them with such a volume of orders for Big Show, their 5-ball convertible Free Play at the Show, and ask everybody's patience while they are doing their utmost to fill orders with all the speed of their newly stepped-up production.

First Castaway—"Yes, this island's inhabited all right. Just saw five white men, all trying to sing "Sweet Adeline."

Second Ditto—"Thank heavens! We're in Civilized country!"

MODERN VENDING OPENS MAGNIFICENT NEW OFFICES

Coincident with the showing of Wurlitzer's 1940 Models, Modern Vending Company, Wurlitzer's New York Distributors, held a house warming that signalized the opening of their new quarters at 653 Broadway.

The tremendous crowds who attended were unanimous in expressing their admiration for the unrivalled size and beauty of these magnificent quarters. Typifying the success that has been Modern Vending's, these offices reflect the progressiveness of the live-wire officials who planned them—Nat Cohn, Irving Sommer and Harry Rosen.

Certainly they stand as an example of what a good organization can accomplish in the automatic music business. With beauty the keynote, practicability has not been sacrificed. Every department has been layed out with an eye to efficient operation and the whole presents a picture that distribution organizations the country over can well set as a goal.

The visitor gets his first favorable impression the instant he enters Modern Vending's pleasant waiting room with its wood paneled walls and luxurious modern furniture.

Should the object of his visit be one of the three executives of this firm, he will find him comfortably ensconced in a private office combining beauty, dignity and the modern air that personifies the entire quarters.

The general offices having the stenographic and clerical forces are a picture in themselves. Spacious, modern, with the latest type of illumination, they provide a place where Modern Music Merchants may transact their business quickly and with the utmost convenience.

Equally impressive are the quarters of the huge new Record Department. Twice its former size, every record used by Music Merchants may be found in the files of this

department. Accurate cataloging and a trained staff enable orders to be filled here with efficiency and speed.

Back of the scenes but right out in front for service is the Parts and Supplies Department. Here a complete stock comprising every item that a Music Merchant could possibly order is housed in orderly fashion and dispensed under the supervision of stock men who know their business. A Music Merchant gets what he orders from Modern Vending and he gets it quickly. That, in a nutshell, is the creed of this branch of Modern's business.

A further indication of the way Modern Vending looks out for its customers is the ample parking lot at Broadway and Houston Streets. Here visitors may park their cars and the check is "on the house."

During the three days pre-showing of Wurlitzer's 1940 Models, Modern Vending's entire quarters were packed with Music Merchants but no feature drew greater attention than the beautiful, streamlined show room where the new Wurlitzers were displayed. Featuring fluorescent lighting, a more appropriate setting for automatic phonographs could hardly be imagined.

The recipients of endless compliments both on their new quarters and the new Wurlitzer instruments, Nat Cohn, Irv. Sommer and Harry Rosen enthusiastically greeted visitors with an air of optimism that presaged even greater progress in 1940. Said Nat, "We justly claim to be the World's largest automatic music sales organization. We have reached that position by distributing Wurlitzer Automatic Phonographs and by giving Music Merchants real service. Our new quarters are arranged to facilitate that service to an even higher plane. So far as the 1940 Wurlitzers go, Wurlitzer has done what we expected they would. In other words, they have given us the 'winners' again in the automatic music field and we certainly

will go to town with those four beautiful models."

Said Irv., "Our slogan is 'Full Speed Ahead the Modern way with Wurlitzers for 'Forty!' We know this will be the case and the orders placed with us at the opening of our new offices got us off to a great start."

Not to be outdone, Harry Rosen added, "The average Music Merchant whom we serve is no green horn in this business. He knows a money maker when he sees one. When he lays cold hard cash on the line, you can bet his faith in a profit producer goes with it. We're counting on the biggest sales year in our history and, as Irv. says, we're off to a splendid start. The hundreds of Music Merchants who visited us during National Wurlitzer Days didn't come here to look—they came to buy. We confidently count on 1940 to be the biggest money making year for all branches of this industry in its history. We anticipated it as such when we planned these new quarters. To date our confidence has been justified beyond our wildest dreams."

ED BROWN, INC., IMPROVES PLACE

Ed Brown, Inc., 4605 Lindsley avenue, Dallas, Texas, have enlarged and beautified their sales and display rooms. A large fire-proof and burglar-proof merchandise and collection vault is being built. The offices housing the cigarette operation are being doubled and efficient storage for book matches is being built. Already complete is a graveled parking lot 100 feet across, a large store room for new and used cigarette machines, six parking sheds and a wash rack.

The way to climb high is to remain on the level.



Nat Cohn seated at desk in his attractive new office

ROLLER BEARING



Percentage Regulators

Made of case hardened steel with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE

50c Each; \$5.00 per Dozen
\$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS

Louisiana News

The annual big show is over and now has come about 30 days of smaller individual shows when distributors of the leading makes of bells, pin games, coin phonographs and other coin devices, widen the scope of showing what is in store for the coming months for the enterprising operators. And what a grand line of new ideas and how the boys from all sections of the Pelican State are streaming in and out of their favorite distributors display rooms to eye, try and buy. (With apologies to a leading auto ad).

* * *

At New Orleans several distributors have held "open house" periods ranging from two to five days to show their new lines. In most instances, orders have been pouring in faster than factories can assure deliveries but still the buying continues on that basis. Several of the new pin game lines by Bally, Keeney, Gottlieb, Exhibit Supply and Stoner have already been viewed by hundreds in the display room of the Dixie Coin Machine Company. Nearby, the J. H. Peres Amusement Company has held a three-day "open house" to show four new models out of the big North Tonawanda factory of the R. Wurlitzer company while early in the February, an equally large number of operators and co-distributors came during a two-day preview of Rock-Ola phonographs at the Louisiana Amusement Company. A few days later, the Dixie Music Company on Canal street, showed the new lineup by the Mills Throne of Music factory.

All of these companies reported keen interest and the placement of large orders.

* * *

Back from the show, Louis Boasberg of the New Orleans Novelty Company reports that what he saw and bought leaves him highly enthused over prospects for the remainder of 1940. Included in the purchases by the company, Louis says, are Bally's Dandy, Stoner's Fantasy and J. H. Keeney's new 1940 Super Six. The firm, he said, has now contracted for 40 of the new Super Sixes, and the only such make on location at the Sport Center on St. Charles street has turned over to a new all-time peak during the Mardi Gras crowds.

* * *

With operators and co-distributors from all sections of Louisiana and Mississippi making special trips to New Orleans, the Peres Amusement Company, Wurlitzer distributors, displayed Console Models 700 and 800 and two counter models during a three-day showing late in January. All of the machines were displayed in splendid surroundings with Thomas Best, service instructor from the North Tonawanda factory on hand, to show the new features of the 1940 Wurlitzers. Jules Peres, head of the firm, expressed complete satisfaction with what he will be able to offer through his profitable Wurlitzer franchise this spring

and looks for the biggest year of his firm's history in business.

* * *

The passing of the first month of the new year finds R. N. McCormick, genial Irish-smiling head of sales for Decca in the South, more convinced than ever his disc sales will set a new all-time high mark this year. Particularly in brisk demand early in February to meet the needs of tens of thousands of Mardi Gras music-lovers was the Dick Robertson version of While We Danced at the Mardi Gras. Mac looks for a heavy February turnover for such latest Decca discs as Crosby-Boswell recording of Between 18th and 19th on Chestnut Street; Ink Spots with Memories of You and I'm Through; Jan Savitt's Indian Summer and Guy Lombardo's Chatterbox.

* * *

Heard Along the Bayous

Busy trying to see everything at the show was Fred King of the C. and N. Sales Company. Looks for a big year ahead but fears only some setbacks late in 1940 on eve of big election which usually slows down business in general. . . . Louisiana Amusement Company under management of Smiling Melvin Mallory again exclusive Louisiana distributor for Rock-Olas. . . . Ernie Dertle of the Southern Music Sales Company, in a splendid tie up with radio station WNOE, New Orleans, whereby DXers get a great line each midnite and thereabouts on new Brunswick and Vocalian discs. . . . New Orleans coin machine row saddened by the death of John Batt, head of Pontchartrain Beach and father of the dearly-beloved Harry Batt, the friend of all ops of the city. . . . S. J. Clemmons and William Jacques of Russell and Clemmons, in town to see the new Wurlitzer and Rock-Ola phonographs and to report their moving into larger quarters at 1801 North Boulevard at Baton Rouge. . . . Ross Roberts, Canton, Miss., music op, loudly praising the new features of the 1940 Wurlitzers. . . . Ed Rodriguez and Amato Rodriguez moving their business, the American Coin Machine Company, to their home. . . . B. J. McNally of the Crescent City Novelty Company, threatening to quit pin games for rolling pills at a corner drug counter. Says he can thereby serve drugs and op games. . . . Mrs. B. Fagan of Hattiesburg, Miss., a charming visitor to New Orleans for a glimpse of new music machines. . . . A great Mardi Gras, despite threatening weather, and music machines taking a growing part in the entertainment of approximately 150,000 guests to the Home of the Carnival. Hundreds of rentals found their way into the streets via gayly-decorated trucks and floats. . . . January was the coldest month in the history of weather annals in Louisiana. Snow and sleet fell on a greater part of the state for practically an entire week and it was below freezing as far south as Coastal communities for ten days without a break. Operations were hard hit during the period. . . . George Brennan, head of the United Music Machine Op-

erator's Association, still planning some real barbecues when the warm weather comes around. . . . Mr. and Mrs. Andy Monte of the A. M. Amusement Company, just back from the Hot Spas, after selling their liquor business and now ready to give their entire time to operation of their phonographs. . . . Ed Stern of the J. P. Seeburg company's Dallas office, in to tell the Louisiana boys about the new and improved Jail Bird shooting range. . . . With the ending of Mardi Gras comes the widely-observed Lenten season for the Bayou boys. This is one time of the year when South Louisiana takes life serious. . . . The B. and M. Sportland on Canal Street, reporting a big Carnival season play. . . . The Mills new Throne of Music looks like the tops and Sam Gentilich, manager of the Dixie Music Company, Louisiana and South Mississippi distributors, is now out in the country closing business at brisk pace.

FOLSOM & BROWN OFFER LIBERAL TRADE-IN ALLOWANCE

Folsom & Brown, Dallas, are now offering a very liberal trade-in allowance for used vending machines on the purchase of new Northwesterns. If you have machines you'd like to replace with the well known Northwesterns, drop Folsom & Brown a line at 2206 S. Harwood street, Dallas, telling them just what you have to trade.

A dog in Claremore, Okla., has some kind of grounds for an alienation suit. The dog had five pups. Along came a neighbor's cat, won the affection of the pups, and led them away.

Dave Robbins Says...

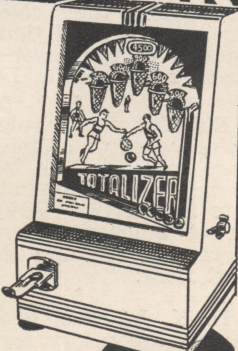
IT'S THE GREATEST MONEY-MAKING COUNTER GAME I HAVE EVER SEEN!

TOTALIZER

HERE AT LAST is a high score skill game that can be placed on counters everywhere!

Totalizer has "play appeal" features galore! Plays with five steel balls. The mechanical totalizer adds the score of all balls shot into the skill baskets. Score returns to zero if machine is tilted.

Equipped with A.B.T. 1¢ or 5¢ coin chute. Modern, handsome cabinet. Colorful playing field. Guaranteed mechanically perfect.



D. ROBBINS & CO. OPERATOR'S PRICE
1141 DE KALB AVE. \$19.50
BROOKLYN, N.Y.

BE FIRST! ORDER NOW!
Exclusive Distributors
New York, New Jersey, Connecticut



• SNOOPING AROUND WITH ED BROWN

A. R. McNeill, old time peanut operator and formerly with Fisher Brown, has just returned to the operation of his route in Houston. He has been off the job for more than eight months on account of bad health.

* * *

Out of town operators seen in Dallas last week were Brodie E. Cain of Coleman, buying records and music supplies; Willard White of Fort Worth buying music; Buck Russell and Ralph Claybrook of the All States Music Company, Fort Worth, buying games; Victor Cornelius of Eastland buying music; Pat Patton of Mineral Wells investigating music and cigarettes; Joe B. and Elgin Akers of Denton, both buying music and cigarette machines.

* * *

Compton LaBauve, hustling head of the States Amusement Corporation of New Iberia, La., could not make the Chicago Show on account of the Louisiana election campaign.

* * *

Mr. and Mrs. W. C. Gilbert, Rowe representative in this part of the country, drove up to Springfield. There the weather was so bad they had to take the train into Chicago.

* * *

Lonnie Dewees, for a long time a leading scale operator of Houston, reports that his son, Lonnie, Jr., has sold out his operating business.

* * *

Russell & Clements, Inc., of Baton Rouge, La., are erecting a 40x70 brick building to house the headquarters of their cigarette and music operations of that city. It will be one of the most up-to-date operator's lay-outs in Louisiana.

* * *

Sid Nelson, an able cigarette machine operator of ten years' experience in Louisiana, is making plans to rebuild his operation headquarters into a two-story building with living quarters above and offices, storage space and garages on the first floor.

* * *

H. K. Johnson, head of a unique testing laboratory for the big radio manufacturers, does the service work for the Lemoine Novelty Company of Cottonport and Bunkie, La. Mr. Johnson has perfected three important inventions which have to do with automatic music and radio. They say he is one of the best service men in Louisiana.

* * *

Lewis M. Scheid of the Louisiana

Sales Company, Mamou, La., is a real old timer, hailing from Pennsylvania and still a go-getter at 60 years plus. Back in 1918 he was running Deweys in Scranton, Pa., and in 1920 he was operating in Cincinnati, his old home town. During '31 to '34 he operated in the Rio Grande Valley.

JENNINGS HAS NEW DRINK VENDER

CHICAGO—Jenning's bottled beverage dispenser, recently introduced at the 1940 Coin Machine Show in Chicago, has created a tremendous amount of interest with operators from all over the country, according to Jerry Haley, executive of O. D. Jennings & Co.

GET KIRK'S
GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature

★
GREATEST
MONEY MAKER
EVER BUILT

★
ALL MECHANICAL OPERATION

C.R. KIRK & CO.
2626 W. WASHINGTON
BOULEVARD
CHICAGO, ILLINOIS

Voice Over Telephone: "Is Mike Howe there?"

Answer: "What do you think this is, a stock yard?"



Arthur Flake, head of the Arthur Flake Distributing Co., Dallas, hands check to Harry Drollinger, immediately after the Dallas firm was made distributor for the Keeney Remote Selector Music Wall Box for the North Texas territory.

Thanks! ^MA^Ny Thanks!

DISTRIBUTORS AND OPERATORS!

I particularly thank each and every distributor a n d operator for their splendid business given me in the past, not only on music, but remote control wall boxes.

Thanks for the many telegrams, letters, and personal congratulations which I have received from you upon announcement of my connections with J. H. Keeney & Co.

I am proud to be a friend to the many successful distributors and operators throughout the United States, and I'm particularly happy to announce that my latest development in remote wall box control is being built and ready for your acceptance by what I think is the best builder in the industry. I know our Keeney wall box will lead the field in performance and your many advance orders prove this statement.

COME AND SEE ME! » »

I want you to come and see me when you are in Chicago, look through our plant, making our music division your headquarters.

I'LL BE SEE'N YOU! » »

It is my intention to see each and every one of you distributors and jobbers throughout the coming year, either in our office or at your headquarters. Write me your music problems, be the first in your territory with Keeney boxes.

Harry Drollinger

MUSIC DIVISION
J. H. KEENEY & CO.
2001 Calumet Ave.
CHICAGO, ILLINOIS

ROCK-OLA "LEADERSHIP GIRL" HIT OF COIN MACHINE SHOW

● There was much to do and plenty to talk about at the Coin Machine Show until the "Leadership Girl" made her appearance and then there was MORE to see. For this lithe lassie made a lovely, gallant sight in her colorful drum major's uniform. With military cape jauntily draped over one shoulder and red plume a'waving as she gracefully moved through the crowds, no one could help but lift their eyes and admire.

The Rock-Ola "Leadership Girl" was chosen from among hundreds as best symbolizing the glamour,



beauty and colorful appeal of Luxury Lightup Phonographs. Headquarters for the "Leadership Girl" and her six assistant drum major-ettes was on Rock-Ola's 16th floor at the Hotel Sherman. This entire floor served as the gathering point for Rock-Ola's seventy-five distributors, fifteen district managers and all company officials.

Each room on this floor was completely decorated with Rock-Ola gold and black pennants, red, white and blue "Leadership Girl" banners and posters. Each room contained a new 1940 Luxury Lightup Phonograph and the new Rock-Ola TEN PINS bowling game. The six assistant drum majorettes acted as guides and directors under the capable direction of their manager, Major Booth.

The "Leadership Girl" first made her appearance at the Rock-Ola Prevue Banquet on Sunday, Jan. 14, in the Pent House atop the Sherman. This affair was attended by Rock-Ola District Managers and Distributors. After cocktails and dinner, a color movie was shown portraying in an interesting fashion the creation of the now famous Rock-Ola "Hollywood Style" catalog, on whose cover the "Leadership Girl" is featured. The climax of the evening was the unveiling and presentation of the 1940 Rock-Ola Super, Master and Junior Phonograph Models.

So great was the popularity of the "Leadership Girl" that she was immediately booked by the New

York Distributors for their own private Rock-Ola showings. The first stop was the Interstate Coin Machine Sales Corporation at New York City on Jan. 26 and 27; then the Square Amusement Company at Albany on Jan. 29. The next stop was Syracuse at the Rex Amusement Company on Jan. 31, and Buffalo on Feb. 2 at Theo L. Anderson's.

BREATHLESS PROFITS

Here is the cleanest and most profitable product that an operator can vend in the bulk field.

Breath pellets run 12,000 to the pound. The new professional model "KING JR." is set to vend sixty pellets for one cent (this is plenty). On this basis, the gross is \$2.00 per pound. King Jr. holds 2 1/4 pounds at a cost of 30c to fill the machine, which brings a gross return of \$4.50 per machine.

Right now is the time to cash in on the breath pellets. You can reap the benefit from the thousands of dollars worth of national advertising which has and is being done to put over a dozen different breath purifiers. You have the advantage of selling your breath peps for 1c, while the majority of the carded products sell for ten times as much.

Another angle which should appeal to every operator, is the fact that there is little or no competition on this item. Every tavern, bar, restaurant, hamburger, and barbecue stand, is an ideal prospect and will welcome a 1c breath purifier in preference to the 10c carded items.

Because of "KING JR.'s" compact size, modern and distinctive appearance, most locations will allow it to be placed in the most advantageous spot, which in turn brings a greater return to the operator.

For large profits, clean and infrequent service, we urge every operator to investigate this wide open and highly profitable field. Don't say that we didn't tell you.

"Are we going to try out young Roberts for the football squad?" asked the captain.

"No," replied the coach; "anybody who can spell such words as plenti-potentiary, erysipelas, and plebiscite is no good as a football player."

FISHER BROWN HOLDS PREVUE SHOWING

Fisher Brown, Rock-Ola Distributor, Dallas, Texas, held open house at their Dallas headquarters, 2206 South Harwood, Tuesday and Wednesday, February 6 and 7, when they staged their first prevue showing of the new Rock-Ola Luxury Lightup phonographs.

During the two big days crowds swarmed the showrooms and admired with much interest the attractive Rock-Ola music machines. Mr. Brown said that judging from orders taken for the new Luxury Lightup models it was certainly Rock-Ola for 1940.

The visitors were served refreshments at the Fisher Brown showrooms and treated to those famous sizzling steaks at the well known Club Cafe on South Ervay street.

STELLE & HORTON HOLD PREVUE

Stelle & Horton, Houston, Texas, held a prevue showing of the new Rock-Ola Luxury Lightup Models at their headquarters, 1515 Louisiana, on January 31. Large crowds attended throughout the entire day and all were high in their praise for the new Rock-Ola Phonographs.

Refreshments and entertainment was in evidence and the place is simply dripped with that good old Stelle & Horton hospitality which is known from coast to coast.

While considerable effort is being put forth to control farm crops, little is being done to cut down the production of Federal jobholders.

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish
PEANUTS, 1939 CROP

The Nuts With a Flavor
Blanched Virginia Peanuts
and Cashew Nuts

Fancy Grades for Vending
Machines

WRITE FOR PRICES

1414-16 E. Lancaster. P. O. Box 851
Phone 2-8648

FORT WORTH, TEXAS

BALL GUM

*Watta
Polish*

AMERICAN CHEWING

ALL SIZES
FLAVOR
THRU and
THRU
PERFECTLY ROUND

*Protective
Packing*

128 Mt. Pleasant

NEWARK N.J.

DISTRIBUTED BY:

M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas

EVANS BOWLING ALLEY PROVES HIT OF SHOW

Chicago, Ill.—“The big thing of the show, in more ways than size, was Evans' Automatic Regulation Alley,” said officials of the H. C. Evans & Co. “In fact it was so big that it had to be displayed in separate rooms on the lobby floor of the Sherman Hotel, and still it was impossible to accommodate the crowds. Crowds upon crowds flocked in, distributors, jobbers and operators from all over the country, who marveled at the performance of this ingenious new idea in automatic bowling. The uncanny robot-like pin action of Evans' patented Automatic Pin Boy, seemed to hold them fascinated. Quick as a flash, fallen pins were cleared from the alley, balls returned, and pins reset after each frame as if some giant mechanical brain were calling the shots. The pins are in clear view, not one bit obstructed, and brilliantly illuminated at all times, while an automatic register above flashes the fallen pins for each frame. The regulation size, regulation features and equipment throughout, as well as the sturdy construction and handsome appearance won universal approval. In particular, the complete portability of the alley captured great interest among visitors who marveled that it was possible to lay the alley down practically anywhere in less than an hour. The sectional construction permitted it to be moved from place to place at any time, thus obviating location worries. Offering all the action of the most expensive alleys at a fraction of the cost, the new Evans Automatic Alley represents an unusual profit opportunity to operators to get into this new field and cash in on the bowling craze of the nation at very moderate cost. It represents a safe, legal, profitable investment for years of profits.”

In the main booths, Evans' 1940 Ten Strike was the center of attention, flanked by Evans' Lucky Lu-

cre, the original “5-bells-in-one” console, Evans' Pacers, the new racing flat-top with moving horses, and Galloping Dominos, the first console in the field and still a top favorite, now making its 4th annual appearance at Coin Machine Shows.

“The new Evans machines were received with great enthusiasm by the trade,” said R. W. (Dick) Hood, president of the company. “Many hailed them as life-savers for their profits and the best insurance for future money-making that could be devised. The show was a huge success, and we are highly elated over the great quantity of orders and the immense volume.”

BUD LIEBERMAN JOINS BALLY

Bud Lieberman, veteran coin machine man, has been appointed general field manager of Bally Mfg. Company, according to a statement released by Ray Moloney, Bally president. “Bud will spend practically all his time in the field,” Moloney explained, “and will serve as my direct personal representative in the field. He has complete authority to co-operate with distribution organizations from coast to coast, to close deals and arrange territory for the mutual benefit of Bally and Bally distributors.

“My main purpose in sending Bud Lieberman out as ‘field marshal’ for Bally is to keep in closer contact than ever before with the men on the sales front. We believe 1940 will be the biggest year in Bally history. At the same time, recognizing that sales originate out in the territories, we do not intend to sit and wait for business—but to go right out into the front lines and co-operate with our distributors in boosting Bally sales volume. With his long and successful career in the industry, Bud Lieberman is definitely the man for the job.”

Interviewed at the Bally factory, Lieberman expressed eagerness to get into action. “I plan to ‘hit the trail’ immediately,” he said, “because I’ve got real merchandise for the boys. I’m particularly pepped up about the Bally Alley bowling game. In all my twenty years’ experience with coin machines I’ve never seen anything to equal Bally Alley in the legal amusement class for long life play appeal and earning power. And as to performance, the Bally Alleys I’ve been watching come off the line are certainly 100 percent mechanically right—and Bally will back up that statement to the limit. In spite of the huge volume we’ve been shipping, there are plenty of operators who haven’t yet tried Bally Alley. I’m going to show them how to get into the big bowling money in a hurry!”

U. S. EXPORTS HIGHER IN 1939

WASHINGTON—Exports of specialties products, including coin machines, from the United States in 1939 had a value of \$131,900,000, 4 per cent larger than in 1938, according to the Specialties Division, Department of Commerce.

Coin machines registered only a 6 per cent decrease, as compared with a 16 per cent decrease in sporting goods and a 24 per cent decrease in musical instruments. The increase in the general classification was due to demand for glass products, which increased heavily over 1938.

A general decrease in all lines up to 25 per cent had been expected as the result of unsettled conditions. Therefore experts considered the 6 per cent decrease in coin machine exports as of little consequence in view of the large general decrease shown.

Many are idle. . . Part of this is undoubtedly due to an over-paternal government which has robbed many of the backbone God gave them and they have taken a wishbone in its place.

STOP PETTY THIEVING WITH ED. BROWN'S RESIST-ALL

Burglar resisting TEAR GAS device. Six years of experience has developed a sure fire protection that has saved hundreds of dollars for North Texas operators.

USED MACHINES equipped with TEAR GAS are priced as follows:

7 Column Stewart-McGuire complete with TEAR GAS\$37.50

6 Column rebuilt Stewart-McGuire with TEAR GAS\$17.50

Write for cost on exchange deals—repairing damaged cabinet—and TEAR GAS on new machines.

TERMS—One-third with order, balance C.O.D. Full refund of purchase price if you are dissatisfied and machines returned, transportation prepaid, within 5 days.

ED. BROWN, INC.

Phone 3-2229

4605 Lindsley Ave., DALLAS, TEXAS

USED CIGARETTE MACHINES

Rowe Aristocrats\$15.00

Take Nickels and Dimes. Has 1c Matches and Good Slug Rejection

6 Column Rebuilt Stewart-McGuire\$10.00

2 Dime Operation—Book Matches
14x16 Mirror—Fresh Paint

8 Column Dual-Ways\$50.00

Practically New

9 Column Du Greniers\$60.00

Book Matches and 1c Box Matches

USED COUNTER GAMES

1 Gem 1c, 2 Tri-O-Paks 1c, 3 Matchems 1c, 3 Matchems 25c. \$7.50 each or \$80.00 for the lot.

We Are Proud We Represent Rock-Ola

By K. F. WILKINSON
United Amusement Co.



The overland showroom of the United Amusement Company, San Antonio, which carries the Rock-Ola Luxury Lightup Phonographs right up to the operator's door.

● San Antonio, Texas—Chic Sales made "The Specialist" very popular all over the world. The Rock-Ola Specialist is also becoming a very famous person and almost without exception you will find him to be the TOP NOTCH operator in his territory, and you will find him in command of the very best locations.

The Chiseler, the Fly-by-Night (big promises, little results), the Muscle Expert, are finding the going just a little rougher every day because the real man that is going ahead in the coin machine business is running it on a business-like basis. The Rock-Ola Specialist has the greatest opportunity of anyone in the coin machine industry.

When your customer asks for a Whoosis Box, don't fall all over yourself to pile up headaches for you both. TELL him, SHOW him, EXPLAIN ROCK-OLA'S MANY ADVANTAGES and he will make more money and you will both be far better satisfied. LEAD the procession, don't follow. . . . If you went into an automobile sales room where they were selling the Buick car and you expressed a preference for Chrysler, what would you think of the salesman that agreed with you and rushed around to get you a Chrysler?

The coin machine business is truly a good business, and you are a member of one of the fastest growing industries in the world, the outlook for 1940 is exceptionally bright, and ROCK-OLA'S GREAT 1940 LINE is your BIGGEST OPPORTUNITY. Remember this—there never has been a business that so clearly measures the man that runs it as the coin machine business. Your route will be just as big as you are, look ahead, take stock of your

possibilities, forge ahead with ROCK-OLA for your GREATEST YEAR, 1940.

We are proud to represent Rock-Ola in South and West Texas, and we want you to be proud to operate the great products made possible for your profit by the greatest factory in the industry.

ROCK-OLA MAKES VAST IMPROVEMENT IN PHONOGRAPH CONSTRUCTION

Although the Rock-Ola Mfg. Corporation has not advanced any radical changes in the appearance of their phonographs, the hidden improvements are still very important. Among these new features is a change in construction of the chasis. Operators will welcome the new, fabricated steel, interchangeable chasis which Rock-Ola is now putting on all Luxury Lightup Phonographs.

This new development is another step in Rock-Ola's progress to create a service—and trouble-free mechanism. The Luxury Lightup Phonograph is already famous for its continuous, accurate service. So the new chasis is an additional feature that gives greater value and is an increasingly profitable phonograph investment.

The new base means more durability. It is permanently arc weld-

ed and placed into a precisionally built die which perforates all holes simultaneously.

This revolutionary process is possible because of the recent installation in the Rock-Ola plant of two 15-ton specially constructed presses. Each machine is 15 feet in height and has a pressure capacity of 100 tons. It is interesting to note that these gigantic machines were installed on the second floor. Their terrific weight is upheld by immense foundations consisting of concrete bases eight feet square and eight feet deep. Steel pillars extend from this base twenty feet straight up to the second floor. The machines rest upon these bases in absolute security.

This unusual engineering feat was performed for convenience and production facilities. F. F. Becker, Chief Processing Engineer of the Rock-Ola Corporation, remarks: "Despite the expense of raising the machines to the second floor level, the advantages will more than offset the cost through greater economical handling of materials and by keeping all presses, both light and heavy, in one department."

Mr. Frisch: "How's the team coming?"

Coach: "Like counterfeit money—the halves are full of lead and the quarters can't pass."

Coach: "You're doing well, son. The way you hit that line and the way you dodge and tackle and worm through them is marvelous."

Player: "It comes easy to me. I used to go with my mother to the bargain sales."

**GOOD PHONOGRAPHS
DESERVE**

"CALCUTTONE"

AMERICA'S FINEST PHONO NEEDLE

SAMPLE — 35¢ LOTS OF 25—28¢
LOTS OF 10—31¢ LOTS OF 100—25¢

**ALL OTHER PHONOGRAPHS
NEED THEM!**

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

W. H. NEWELL, Owner

JIMMIE TEMPLE, Mgr.

FORTEX SALES COMPANY

282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards

We do not operate any punch boards and nobody has authority to use our name or operate under it.

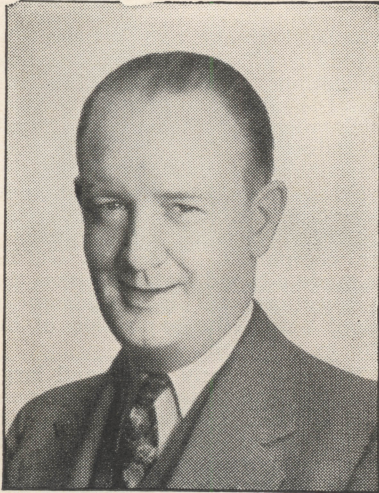
OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.

Always the best in Punch Boards.

LEO KELLY JOINS BALLY SALES STAFF

Leo J. Kelly, nationally known coin machines sales executive, has joined Bally Mfg. Company as special factory representative, according to announcement by Ray Moloney, Bally president.

"We feel fortunate," Moloney stated, "in obtaining the services of Leo Kelly. Our surveys reveal a steadily increasing demand for such legal equipment as our Bally Alley bowling game. And with seasoned veterans like Leo Kelly and Bud Lieberman on the sales front, we



Leo J. Kelly

are confident that Bally production in 1940 will whirl at a faster rate than ever before."

Mr. Kelly has been prominent in coin machine circles for many years and has occupied important sales executive posts. His friends describe him as too energetic for swivel-chair sales management and attribute his success as a sales manager to his life-long habit of personal contact with the trade and his ability to win friends for his house and products in all parts of the country. Always active in association affairs, Kelly is first vice-president of Coin Machine Industries, Inc., national association of coin-machine manufacturers. As chairman of the Show Committee, he devoted considerable time and energy to insure the success of the recent Coin Machine Show in Chicago. An ardent exponent of aggressive public relations, Kelly is the author of "Meet the Coin Machine Man," a widely-quoted article which is conceded to be the most forceful presentation of the industry's case ever published.

While completing final plans for an extensive campaign in the field, Mr. Kelly commented briefly on his new association. "I am particularly elated," he said, "because I believe Bally is on the right track to insure bread and butter—and plenty of sugar—to operators. In Bally Alley, operators have the complete answer to their problem—a game that's fast, fun to play, a proven money-maker and unquestionably legal. During the new decade, which we

are now entering, operators and distributors are going to find in the new Bally equipment—as exemplified in Bally Alley—a solid foundation of security and prosperity."

MORE STRIKES AND SPARES WITH ROCK-OLA'S 1940 TEN PINS

The zippiest game of many a year is coining money in thousands of lucky locations throughout the United States. And this game that's "bowling 'em over from Coast to Coast" is Rock-Ola's sensational TEN PINS bowling game. This fascinating money-making game has swept the country in a tremendous surge of popular public approval.

TEN PINS is 100 per cent legal, a real skill game with all the thrills and fun of big time bowling. Everyone who bowls and most of those who don't are playing this bowling game and getting 100 per cent enjoyment and good clean fun for their nickels.

Never before has such a game met with the universal acceptance that is netting operators unheard of returns for a legal game. Wherever a Rock-Ola TEN PINS game is in operation, there can be found enthusiastic players testing their skill and having the time of their life.

And now for 1940, Rock-Ola presents a new TEN PINS game, one on which the player can bowl more strikes and more spares. Appreciating the fact that players like to make a high score, a new high score unit has been built into the 1940 TEN PINS. This, of course, adds to the enjoyment and keeps play appeal at a high pitch. The wide-awake operator appreciates the 1940 Rock-Ola TEN PINS game because it means more money for him. Locations everywhere are clamoring for the game and production at the huge Rock-Ola plant has trebled since manufacture of TEN PINS first began.

DECCA RECORDS

Decca Records have always been the operators' friend—The biggest hits first—best selling artists—and the only wholesale factory record service for ops in the business—ALL AT A LOW PRICE.

DECCA HITS ARE FIRST ON
THE MARKET

BEST MONEY-MAKING
RECORDS TO BE HAD

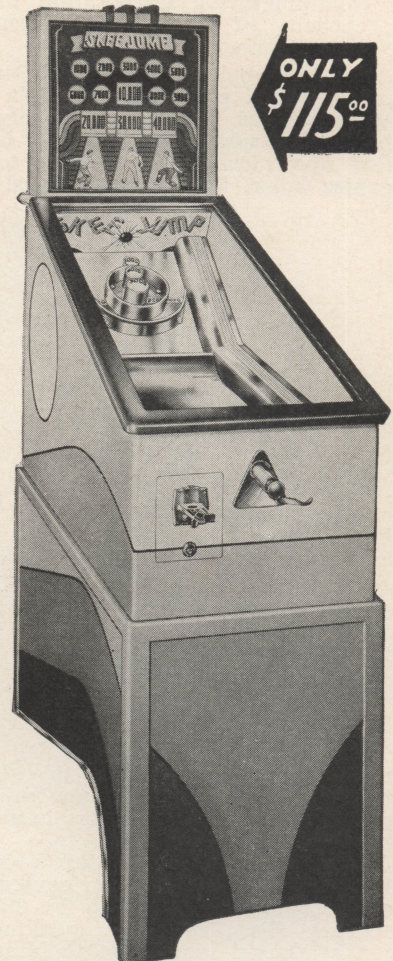
Order from any of the Offices
Listed Below

DECCA DISTRIBUTING CORP.

517 Canal St., New Orleans, La.	
508 Park Ave. Dallas, Texas	1313 Dallas Ave., Houston, Texas.
72 Central Ave. S. W., Atlanta, Ga.	632 Madison Ave. Memphis, Tenn.

SCIENTIFIC'S SKILL GAME WINNERS!

SKEE JUMP



ONLY
\$115.00

Skee Jump is welcome in ALL locations. It is a fascinating and highly popular skill game. The beautiful de luxe console cabinet is only 48 inches in length. Skee Jump will earn "long-life" profits!

TOTALIZER COUNTER SKILL GAME!

5 Balls 1c
The FASTEST money making counter game ever originated. Equipped with clever score "adder-upper" that works like magic. Guaranteed mechanically perfect.

Operators and jobbers have flooded us with orders. TAKE OUR TIP! ORDER NOW!

Only \$1950



Scientific
GAMES CORP.
21 Steuben St. Brooklyn, N.Y.

Unlimited Opportunities in Mexico for Wide-Awake Men

● On the Pacific Coast, William Nathanson is known to every operator of coin controlled equipment, especially the phonograph operators, since he for many years has been a leading distributor. At present, Nathanson is representing the Rock-Ola Manufacturing Corporation in the capacity of Export Distributor for their Phonograph Division.

Aside from being a distributor on coin controlled equipment, Mr. Nathanson writes articles on timely subjects in trade magazines and is called upon from time to time to organize labor, industrial and busi-



William Nathanson

ness groups. He also has to his credit many improvements now used by phonograph manufacturers in the United States.

His activities were interrupted when he was taken ill several months ago and given up by his doctors. His Spanish speaking friends advised him to go to Mexico City, as the climate there is most favorable for those seeking to regain health.

Mr. Nathanson was fortunate to recover his health in Mexico, and on Oct. 27 the phonograph operators in Southern California, whom he had organized in an association, sponsored a welcome party for him in the banquet room of the Clark Hotel in Los Angeles.

A lengthy detailed article of the gathering and Mr. Nathanson's speech appeared in the November issue of the Coin Machine Review. Since he returned from Mexico he answered many questions concerning our neighboring country, and we are reprinting the major part of his address that may be of interest to our readers.

Good Climate vs. Good Doctors

"When I took ill I consulted the family physician, to whom I paid \$2 a visit. He found it necessary to call one more physician, a doctor with a big name, whom I paid \$5 a visit. The two of them decided that since it was a serious case they

Told by WILLIAM NATHANSON

should call in a specialist, whom I paid \$25 a visit.

"The Doctors' Code of Ethics is somewhat different than music operators'. When an operator gives up a location he is through with it, but it is different with doctors. They never give up a patient; they stay with him until the end. At times, it is the end of his financial resources, or it is the end of the patient. With due respect to my physicians, their efforts, their experience, and their medicines, instead of my health improving, it went from bad to worse. It was on the advice of my Spanish speaking friends that I went to Mexico, and due to the wonderful climate of Mexico City, I recovered my health without the aid of doctors, nurses, pills, tablets, etc.

What About the Oil Fields?

"Not long ago, Mexico was the second biggest customer for American-made goods, the first being Canada. The normal exchange of imports and exports was interrupted when the question of oil fields presented itself. Mexico has not as yet developed a home industry, and the national income is derived from their natural resources. The oil fields are one of the major sources for national income.

"Since we are residents of the state of California, let's imagine, just for the sake of argument, that our resources are limited only to citrus fruits. What would happen to our state if a huge company from some foreign country would buy out all our orange groves, and the money derived from the sale of the fruit

would be sent to a foreign country. Under such an arrangement, our state would be the poorest in the Union. There would be no money in circulation, and there would be no money to build roads and highways, hospitals or schools for our children. It would be natural in such a case that we demand from our government officials that our natural resources should remain the property of our citizens, disregarding all formalities, red tape, etc.

"If you can put yourself in this frame of mind, you will understand better why it was absolutely necessary for the Mexican authorities to give the oil fields, Mexican natural resources, back to the Mexican people.

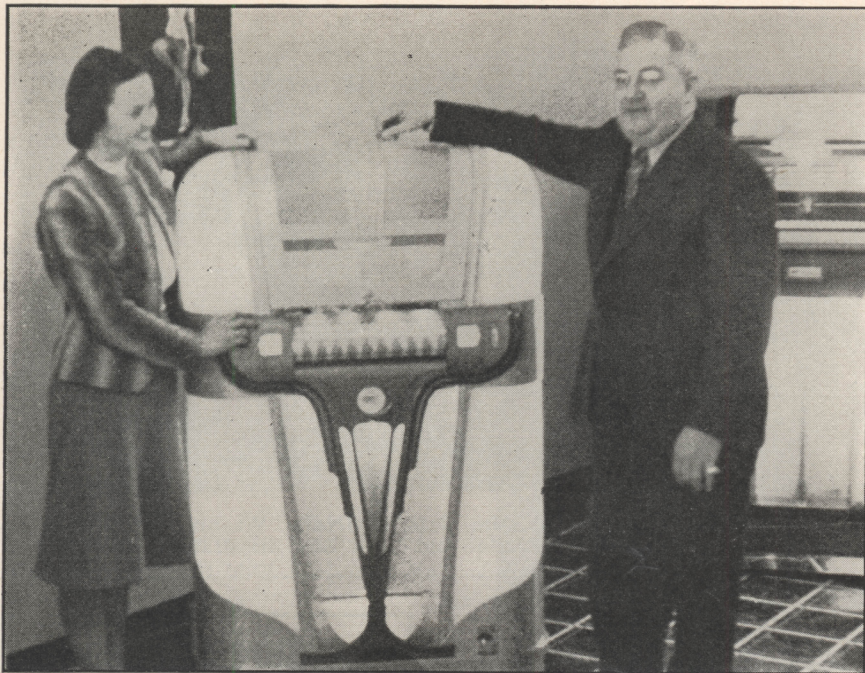
"Several weeks ago, articles appeared in all the leading Mexican publications that private Mexican capital is invited to take part in the development of Mexico's National Oil Industry. You can draw your own conclusion that the money invested by the Mexican people will be used to settle the claims for the oil fields that were taken from foreign companies. President Gardenas made a broad statement that the oil question will be satisfactorily settled before the expiration of his term as president.

"There are many small and large American enterprises in the Republic of Mexico. Let's take one for example. General Motors Company is maintaining a very large branch in Mexico City. This company is fair and square with the Mexican people. Instead of paying two and a half pesos a day, the established wage, to their employees, they pay five or more pesos a day. They also comply with all the established rules and regulations required by the Mexican Labor Laws, such as health insurance, accident insurance, etc. They maintain a modern restaurant especially built for the employees. Workers can obtain a

(Continued on Page 36)



The above photo shows a Buckley Wall Box installation in a leading eat and drink location. There are hundreds of such Buckley installations now in evidence all over the country



Arthur Flake, of the Arthur Flake Distributing Co., Dallas and his attractive little secretary, Maxine, as she is known by all operators. They pose with the new Mills Empress Phonograph.

- - IT MAKES CENTS

And "believe it or not" it can make dollars for you, with the smallest investment, the least service, and the easiest operating you've had in a long time.

Before we divulge the secret, let us remind you that before prohibition many thousands of easy dollars were collected from this product. During prohibition the returns and value from this source was lost sight of.

Today thousands of dollars are being spent, and profitably so, to sell for 10c exactly what any operator can offer for a penny at a 2000% profit. Breath Peps or breath pellets can be bought for 12¼ to 13¢ per pound, with no spoilage, no waste, no competition. You can place these pellet machines wherever liquor, onions, or garlic are being served. Pellets sold through "King Jr." vendors will bring in from \$2.00 to \$4.00 per pound.

Due to the national advertising being used to exploit a pure and sweet breath, the returns from operating a route of Pellets machines today will amaze you.

Many regular candy bar, cigarette, bulk, and phonograph operators are now adding a string of these silent and consistent money makers. We urge every operator to consider this clean and consistent money making opportunity which is one of the most profitable phases of the vending business.

Jack: "How did you like the football game?"

Doris: "Oh, they didn't play. Just as they started, one man got the ball and strated to run away with it, and they all began to jump on one another."

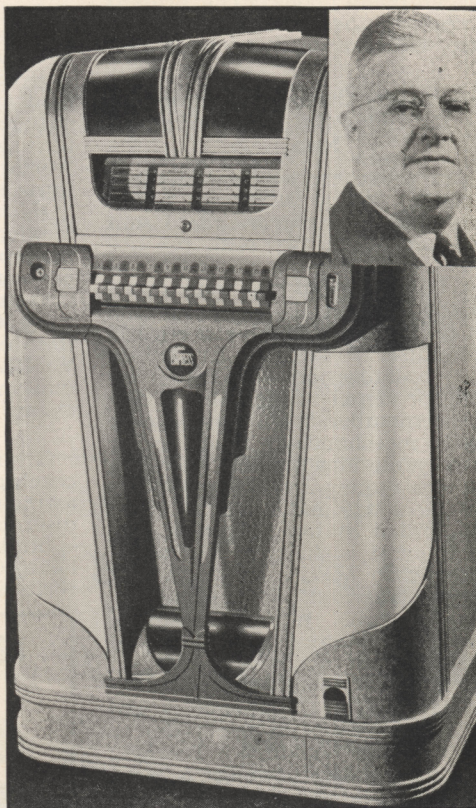
Expert observation: If their legs have seams, they're stockings.

Please Mention Automatic World to Advertisers

MILLS' EMPRESS PHONOGRAPH

Superior in tone quality
— beauty — mechanism
— operation and
PRICE. Surpasses all
other music machines.
Truly the leader for
1940.

We can't tell you all
the outstanding features
of this marvelous
phonograph by phone,
wire or letter. Come in
and see for yourself.



ARTHUR FLAKE DISTRIBUTING CO.
3230 McKinney Avenue DALLAS, TEXAS

LARGER QUARTERS FOR PALASTRANT FIRM

The Supreme Amusement Company of New England, distributors for Rock-Ola phonographs, have moved to new and larger quarters.

"Business on Luxury Lightup Phonographs has increased to such proportions that we were forced to expand into larger space," says Ben Palastrant, president. "Our new offices are located at 1022 Commonwealth Avenue in Boston. This is right near most of the record manufacturers and will be convenient for operators. In addition, we have a large parking space and trucking entrance at the rear of our new address. This will speed up loading and save time."

Ben Palastrant attributes part of his increased business to the popularity of Rock-Ola's Counter Model. "The Counter Model has opened many new types of locations, such as drug stores, luncheonettes, ice cream bars, and diner cars. Here in New England we have a higher percentage of diners than any other section of the country. These diners are too small for the large size Luxury Lightup, but the Counter Model answers the problem perfectly.

"There are hundreds of good locations in every territory too small for a console, yet just right in size for profitable installation of a Luxury Lightup Counter Model—the small phonograph with a big appeal!"

UNLIMITED OPPORTUNITIES IN MEXICO

(Continued from Page 34)

clean, wholesome meal for only 50 centavos, whereas the same meal would cost them one and a half pesos if bought elsewhere. General Motors is therefore receiving all the cooperation they rightfully deserve from the Mexican government agencies and from the Mexican public. So don't let anyone impress you with stories that our neighboring country is not fair to American capital.

Five to One in Favor of Mexico

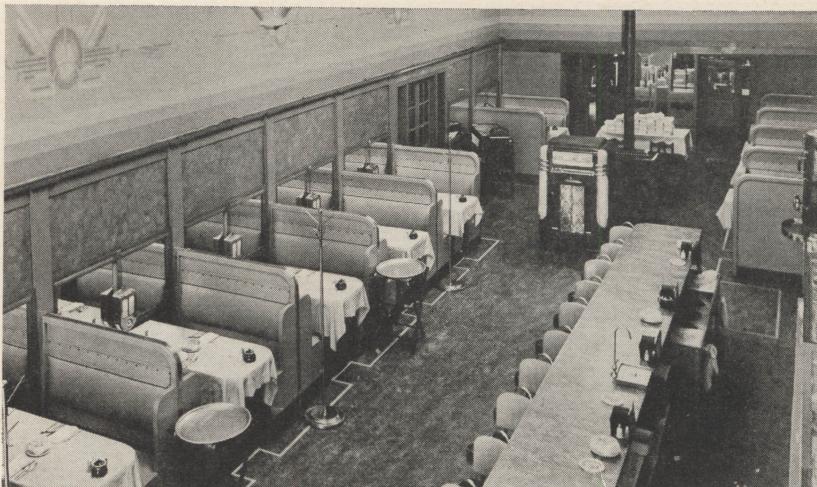
"The fact that the exchange on currency is five pesos to one American dollar does not prove in any way that there is serious trouble in Mexico. Just to the contrary, there is plenty of money available in Mexico and business is now more stable than ever before. The present exchange is entirely in favor of Mexico. Since foreign countries can buy Mexican goods at a lower price, the demand for Mexican-made merchandise has improved greatly. The facts are as follows: If you are an American businessman and you go into Mexico with 1,000 American dollars, you will receive in exchange 5,000 pesos. You purchase with the 5,000 pesos Mexican-made goods, and you receive a handsome profit. Where, on the other hand, the Mexican businessman would come into the United States with 1,000 pesos, and he will receive on the exchange 200 American dollars. He can purchase only 200 dollars worth of American-made goods. The present exchange is therefore in favor of Mexico, and for the very same reason.

Mexico Offers Unlimited Opportunities for Industrial and Business Men

"I can prove the above statement with facts. While in Mexico I sent several articles to my friends. I sent only a small quantity with the object of trying out the possibility of a new business, and was very much surprised to find that a handsome profit can be made on Mexican-made merchandise. I am now promoting a sales organization with salesmen in the principal American cities. Please remember I am not here to sell you merchandise; I am trying to convey an idea to you how you can make money by buying Mexican-made goods and reselling them in the United States. The best way to go about it is, first, to take a vacation trip to Mexico City. It will be a pleasant and inexpensive vacation for you. While in Mexico you will find many articles that you can utilize for business. I regret very much the fact that the Mexican Chamber of Commerce is not using the facilities of the radio to broadcast the wonderful business opportunities that Mexico is now offering.

Will the Exchange of Mexican Money Go Back to Normal, and How Soon?

"Not even the expert financial minds can answer this question, and



The above photo shows the Palm Cafe, Centralia, Washington, with Wurlitzer Console Model and Wall Box installation.

if I should attempt to give you an answer, it will be only guesswork on my part. Like in our country, Mexico is divided into political groups. A national campaign for president is about to start. At this stage no one can foretell which of the two parties will be favored by the majority of the Mexican people, but it is evident that the strongest cards in the campaign will be played in about four or five months, and the exchange of money will either go up, or it may still drop to a lower rate. There are rumors circulated that the present government is now accumulating very large sums of paper currency, and at the right time a large portion of it will be destroyed, and the paper currency that will be left in circulation will be in an even amount with the gold and silver reserve fund in the national treasury. If this should materialize the Mexican pesos will be worth on the currency exchange the same as the American dollar."

Nathanson will return shortly to Mexico City. His articles concerning conditions in Mexico will appear in many trade magazines. He also promised to send us articles on subjects of interest in Mexico, and the readers of THE AUTOMATIC WORLD will receive valuable information on the most important events taking place in Mexico.

Grouch: "I hear that the football coach gets five times as much salary as the Greek prof. Isn't that quite a discrepancy?"

Student: "I dunno. Did you ever hear 40,000 people cheering a Greek recitation."

IRON STANDS

FOR PEANUT
AND BALL GUM
MACHINES

PRICE

\$1.50 EACH

F.O.B. Fort Worth
Shipping Weight
25 Lbs. Each

**F. C.
EWING
CO.**

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster, P. O. Box 851

FORT WORTH, TEXAS

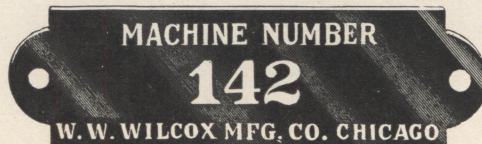
WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. BOX 672, MUNCIE, IND.

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size $\frac{3}{4}$ "x2 $\frac{1}{2}$ ". Can have any lettering or numbering on plate within reason.

50	@	7c	each—Total	\$3.50
100	@	5c	each—Total	5.00
250	@	4c	each—Total	10.00
500	@	3 $\frac{1}{2}$ c	each—Total	17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W.W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago

EXTRA PLANT NEEDED FOR SKEE-BALL-ETTE RUSH

Chicago—"Based upon the overwhelming reception at our private preview during and following the show," said officials of D. Gottlieb & Co., "Ekee-Ball-Ette will definitely be the outstanding advancement of the industry for 1940. Even though the game has not yet been officially announced, an avalanche of orders already received makes it necessary to arrange for unprecedented production, calculated to break all records. We have taken over an additional factory of more than 20,000 square feet of floor space, which is now being completely equipped. Hundreds of extra help are being put to work, and both plants will operate at top capacity 24 hours a day to meet the tremendous demand.

"It is the old story with a fresh slant," said Dave Gottlieb, president of the company. "Make a machine so good, and the world will find out somehow and make a beaten path to your door and get it. As a result of the reports from test locations on Skee-Ball-Ette, which have grapevined through the trade, we've been deluged with orders. In the tests, the game has not only borne out our own expectations, as well as those of our distributors, but it has proved so sensational that we've had to arrange immediately for production at a rate heretofore unknown. Skee-Ball-Ette has everything operators have dreamed about. From start to finish, it's an unparalleled hit success that meets with instant approval wherever it goes—from players, locations, operators and the trade. It is becoming the industry's 'best seller' even before official introduction to the trade.

"To add to our problems," Dave continued. "We've been so rushed with orders for Big Show that we were facing a production problem on that game, too. The only way was to arrange for an additional factory and the necessary equipment to handle our volume. Big Show has brought us loads of compliments. The new lively playing field action, in particular, has scored a big hit with the trade. This machine is now in peak production, and we're doing all we possibly can to make delivery on time, despite the rush."

COURT FAVORS BALLY ALLEY

Discussing the effect of legal opinion on sales, George Jenkins, sales manager of Bally Mfg. Company, pointed out that sales of the Bally Alley bowling game are already scoring upward as a result of a recent favorable court ruling.

"On February 5," Jenkins explained, "Circuit Court Judge Earl E. Cox of Indianapolis granted a permanent injunction definitely establishing the legality of Bally Alley, which was previously operated under a temporary injunction.

"The action has already resulted



MILLION DOLLAR SALE of Bally Beverage is formally closed. Left to right: W. B. Paul, president, Cola Self Service Company, Inc., of Indiana; Stuart G. Lyon, president, Cola Self Service Company, Inc., of New York; Bert Perkins and George Moloney of Bally Mfg. Company sales staff.

in a flood of rush orders from all parts of Indiana. Moreover, in adjacent territory—where newspapers have picked up press reports on the permanent injunction—distributors state that a sudden boom in Bally Alley sales reflects increased confidence on the part of operators. This bullish spirit will unquestionably spread as news of the permanent injunction circulates through the trade.

"Bally Alleys now being shipped are so constructed that operators are finding it profitable to extend their routes throughout entire states. Freedom from service grief makes this possible and opens up new profit opportunities. Our present production plans are based on our confidence that much territory which has been closed for some time will now open to Bally Alley operations."

TO DISTRIBUTE EXHIBIT VITALIZER

C. W. Percy Novelty Company, Greenway Lane, Preston Hollow, Dallas, Texas, has been appointed distributor for the famous Exhibit vitalizer, the Nation's "foot ease" machine.

This machine made a big hit at the recent Chicago Coin Machine Show and operators bought heavy. It is a steady money-earner year in and year out and operates on either penny or nickel chute. Construction of the machine is durable and it is also accurate in operation. Sells to operators for \$104.50.

Wifey: "There's no gas gauge on this car."

Salesman: "Well?"

She: "How can you tell when you run out of gas?"



Exhibits VITALIZER

FOOT EASE

FOR MILLIONS

Now is the time to establish yourself in a permanent profitable business with Exhibits Foot Ease Vitalizer.

Legal Everywhere. Lasting Investment. A Proven Money Maker for You. Be First in Your Territory.

TERMS CAN BE ARRANGED

C. W. Percy Novelty Co.

Greenway Lane, Preston Hollow—Ph. 584770

DALLAS, TEXAS



ROCK-OLA GOES FORWARD FOR 1940 BY
INSTALLING LATEST EQUIPMENT
FOR MASS PRODUCTION

ROCK-OLA SPENDS HALF MILLION DOLLARS ON PARTS FOR TEN PIN BOWLING GAME

● Since the agreement made between Rock-Ola Mfg. Corporation and H. C. Evans & Company, more than half a million dollars in parts and supplies have been ordered for Rock-Ola's TEN PINS bowling alley which is now being manufactured under the patents of the H. C. Evans Company.

The vast facilities of the Rock-Ola organization were called into duty by an agreement made between the two manufacturers to enable operators to get this sensational game more quickly. Several hundred factory employees have been added and many carloads of lumber are arriving at the huge Rock-Ola factory daily, in order to supply a demand never before heard of in the coin machine industry.

Operators will remember the time when the Rock-Ola Company produced Jigsaw and World Series pin ball games and reached production

as high as 1300 units in a single day's operation. Now, with the increased facilities in modern manufacturing equipment, and the increased size of the Rock-Ola plant, this record will no doubt be broken very shortly and a new high record will be reached for production in the coin machine industry.

The thorough test in any coin operated game is actual location operation and with Rock-Ola's TEN PINS which will incorporate all of the patented features of the H. C. Evans' TEN STRIKE GAME, operators are now in the driver's seat in the comfortable position of being able to buy a "sure thing." On location, this type of bowling game has produced such phenomenal earnings that it would almost seem unbelievable if it were not for the fact that the games have been on location for more than three consecutive months and are earning more money than they did when the game first came out.

Never before in the history of the coin machine business have two manufacturers joined in co-operation to make a game with the same features in order to give operators fast

delivery. The Rock-Ola Corporation was selected by the H. C. Evans Company because of their reputation in manufacturing high quality coin operated equipment and their ability to produce large quantities immediately.

There are some Americans who cling to the belief that it is Uncle Sam's duty to protect democracies in all sections of the globe. They sincerely believe a dictatorship victory in Europe will subsequently lead to an invasion of the United States and downfall of our own democracy. They forget we tried to save the world for democracy in 1917, and the net results cost us thousands of lives, billions of dollars, and produced an epidemic of dictators.

The tendency of modern progressive education to consider the modern youngster an insufferably stupid little beast, utterly devoid of brains, is . . . its most deplorable feature. It will be interesting to see what the reaction will be when this generation of assumed nitwits grows up to defend itself.



SIGNED, SEALED AND SENT . . . TO WURLITZER! Wm. Mossbarger, Wurlitzer District Manager for Wisconsin and Minnesota; Stan Brody, Milwaukee Music Merchant; and Bill Montrose, owner of State Music Distributing Company of Milwaukee, Wurlitzer distributors. The scene above is being duplicated from coast to coast as the logical aftermath of National Wurlitzer Days. Orders are being signed and rushed to the Wurlitzer factory.

BALLY TRIUMPH IN PRODUCTION

New York—A three-word telegram from John A. Fitzgibbons, Bally Mfg. Company's eastern regional distributor set the production schedule for Bally Manufacturing Company on their new game, Triumph. The three words were, "Two carloads Triumph."

According to Fitzgibbons, "Triumph was first displayed at the recent Coin Machine Show and immediately captured the interest of everyone who played it. But in the hectic rushing around many did not get time to study the game. Since then, everyone has been calling at our headquarters here asking about delivery on Triumph. And, without even a sample on the floor, we have already taken orders for two carloads. We believe that by the time we receive our samples we will have passed the third carload."

"The reason for the great rush is the fact that everyone is beginning to talk about the 10 coin, 10 ball, buy-back arrangement on Triumph. Just imagine the suspense when a player has shut off all but one bumper and has, say 42 free games facing him. Isn't it worth another nickel, which would make his total investment a dime, to obtain the 42 free games already on the scoreboard? It not only is worth the investment, but the boys continue to play on and on until they have invested their full quota of ten nickels to obtain the winner as the score keeps going up and up and up with each extra nickel and yet only one bumper remains to be put out."

"In my estimation Triumph will outshine, outplay and outearn anything on the market. For suspense, appeal, thrills and clean-cut excite-

ment with plenty of amusement throughout; for one of the finest games that has ever been originated in the entire history of this industry, Triumph is the game. I only hope that Bally will, as usual, fill my quota as speedily as possible. The entire eastern section of the country is desperately in need of this great Triumph."

CALCUTT TO OPEN NEW PHONO SHOWROOM

FAYETTEVILLE, N. C.—The Vending Machine Co., this city, is completing modernistic showrooms for display of the Mills Empress and the Mills Throne of Music phonos.

"We believe the modern beauty of the Mills Empress and the Throne of Music will be best presented in

showrooms comparable to their design," said Joe Calcutt, firm head. We have therefore employed an outstanding showroom architect to design our new showrooms.

"Operators in Virginia, North Carolina and South Carolina are welcome to visit these showrooms when they are completed. We feel that those ops who haven't as yet given their attention to the Empress and the Throne of Music are overlooking one of the greatest bets. The machines are proving their greater earning power all over the country."

POCK-OLA'S DISTRICT MANAGER PREDICTS FOR 1940

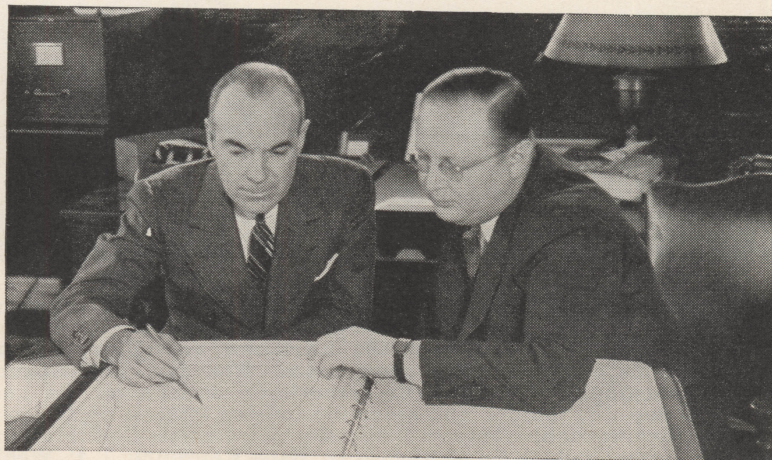
"The year 1940 will mark up a new record for phonograph sales. Industrial centers are working at top speed and are far behind in filling orders. This prosperity will increase over the entire country, and with it, the demand for entertainment."

This is what S. M. Schachter, Rock-Ola District Manager for Texas and Louisiana, had to say in his recent Chicago visit to the Luxury Lightup factory. Schachter also commented on the fine reception given the Rock-Ola Counter Model.

"Texas and Louisiana operators are very enthusiastic over the new Counter Model with the slug-proof mechanism and separate speaker that makes possible better acoustical treatment in small taverns and drug stores."

Si Schachter, while at the plant, checked locations in and around Chicago on TEN PINS, the new, sensational Rock-Ola bowling game. "I found cash receipts and sustained play far better than my fondest expectations. My only thought is can we supply the tremendous demand for TEN PINS. My advice to operators is that they contact their Rock-Ola distributors at once, as orders are filled as received—first come, first served."

Rock-Ola vice president, Jack Nelson, says: "Full production is now under way and we expect to give every order quick delivery, but I suggest reservations be made immediately."



Ray Moloney, president of Bally Mfg. Company, plans field campaign with Bud Lieberman, recently appointed to Bally sales staff.

LET'S KEEP OUR MUSIC BUSINESS CLEAN

It is a strange thing as well as a very unfair act, to immediately point the accusing finger at the little automatic phonograph and place all blame upon it whenever there happens to be a bit of trouble of some sort turn up at a tavern or beer parlor. Yet on the other hand, owners and managers of places where beer is sold and music is played, must keep themselves within due bounds, preserve peace and order and run their places of business with pride and dignity. In other words "watch your step."

We present below an article that recently appeared in Texas newspapers, they picking it up from the pages of the official publication of the Texas Brewers' Institute.

Brewers Slap at Slot Music Machines

Austin. — Texas brewers today blame slot music machines for complaints of "honky tonk" beer and wine taverns. "Beer," the official publication of the Texas Brewers' Institute of which Walter H. Beck is editor, said:

"Beer has no quarrel to pick with music devices. If they are often found where beer is sold, it is because there are customers there who wish and are accustomed to music wherever they go.

"But music, like beer, may be

put to uses that cannot be approved. There is a type of individual who obtains a beer license and poses as a beer dealer while actually profiting his most from cheap promotion of his music-machine business and the charms of women applied in any financial gain."

We contend that music and beer can be sold in the same place and the success of one certainly depends upon the other. In fact, one cannot succeed to any great degree without the help of the other. Take away music, the automatic phonograph, and one-third of your beer parlors will close their doors. thousands of people will be thrown out of employment and the brewery industry will suffer its portion of lost business.

Beer parlor owners should certainly not make a racket out of their music business. Good judgment should be used and every cooperation possible should be given the control board who supervises the sale of beer. They have no objection to music being played in beer parlors but the present conduct of some places is attracting their attention. Music operators can help keep the music business on the up and up and can be very instrumental in retaining a good name for high class recorded music.

MEXICANS FAVOR COLORFUL, LIGHTUP PHONOGRAPHS

●Mexico, D. F.—Francisco B. Navarro, proprietor of the Navarro Automatic Company, well-known distributors of coin machines and Rock-Ola Luxury Lightup Phonographs, says, "To the Mexican people mañana (tomorrow) never comes. Therefore, each day has a full quota of play as well as work.

"So, at siesta time, in the coolness of gay cafes and everyday when the torrid sun has gone down, the time for play has arrived. Nothing so pleases the merry-making mood of the people as listening and dancing to the beautiful, gorgeously lighted Luxury Lightup Phonograph.

"It's the gay, moving, clouds of color and clear, bell-like tone that harmonizes with the lively mood of my people. They love laughter, song and dance. That is why phonograph sales are ever on the increase. As traveling and transportation conditions improve throughout Mexico, so spreads the popularity of the 'fonografos.'

"But the 'fonografo' that meets with popularity and acclaim here is the one with greatest color effects. It is not unusual even now to rotate Luxury Lightup Phonographs among different siestas and festivals from one village to another. Of course, during the rainy season only the burro can navigate many of the unimproved calles (roads). And the big Luxury Lightup Model is a bit too heavy for even this sturdy animal.

"However, since Rock-Ola has sent us shipments of the small counter models, we have been able to place a great many machines in instaladas (locations) that we couldn't get to before. These little phonographs open new possibilities for expansion of the music business.

"Yes, in many sections the people themselves have voluntarily put in long hours to improve a stretch of road leading to their village so that they can enjoy good phonograph music every day. Most American songs are popular here, and swing has a growing following. However, the tango, rumba, and bolero numbers still receive the most play. I think it is curiosity many times that makes a Mexican put his coin into a machine to hear a tango or rumba played by an American band.

"Yet, although many differ on the types of music they like best, all agree that the Luxury Lightup Phonograph is 'mucho bueno' for tone and beauty."

"Has Josh learned much at college?"

"No doubt about it," answered Farmer Cornfossel. "He tried to tell me something about a fight between Greeks and Trojans, but I told him he was wasting his time. What us home folks wanted to hear about was the football game."



This smiling group shows a prominent delegation to the Coin Machine Show at the Hotel Sherman, where they visited the Rock-Ola Exhibit and the 16th floor, where each Rock-Ola distributor, as well as company officials, had his own individual show room. The new 1940 Luxury Lightup Phonographs brought forth enthusiastic acclaim on the part of operators and distributors, and aroused admiring interest on the part of visitors. Left to right: Marvin Liebowitz of Interstate Coin Machine Sales, J. D. Lazar of B. D. Lazar Company, Babe Kauffman, I. F. Webb, Rock-Ola Vice-President, B. D. Lazar of the B. D. Lazar Company, Jack Nelson, Rock-Ola Vice-President, Harry Cohen of Ohio Specialty Company, and Monte Spiegel, of the B. D. Lazar Company.

"CARLOAD KID" TELLS WHY HE SUCCEEDS

● New York.—Cliff Bailie, Rock-Ola Luxury Lightup Phonograph Distributor, and recently appointed District Manager, is known as the "Carload Kid" at the Rock-Ola plant.

"It's never less than a carload with Bailie," once remarked Jack Nelson, Rock-Ola Vice-President and General Sales Manager.

"And ever since then," continues the "Kid" himself, "the name has stuck with me. Now, that doesn't mean every order I send in is for a carload, but I've been fortunate in having my share of volume business."

To say that Cliff Bailie has only been moderately successful is underestimating his ability. His territory for Rock-Ola consists of New York State as well as Metropolitan New York, which includes the northern part of New Jersey. And that's a big job for any man.

"As far as success is concerned," continued Bailie, "mine, at least, has depended upon follow-through. Just making a sale isn't enough. You can't dump merchandise into an operator's lap and then consider your job done. There's much more to it than that. Most operators are good business men, but even they need help now and then. New ideas for expanding their territory and assistance with everyday trade problems are greatly appreciated and build good will.

"I make sure that every operator I sell feels free to come to me for whatever help I can give him. In turn, I know that whenever I want assistance, the Rock-Ola organization is always ready to 'follow-through' for me. It's a good success system, and it works."

ART CARVEY TAKES TO AIR

"I may be up in the air, but I know where I'm going," exclaimed Art Carvey, genial giant of the Bally Mfg. Company recently, as he boarded a plane for Texas recently. "I'm heading south," he continued, "to close a couple of the biggest deals I've ever handled. The machine, of course, is our Bally Alley bowling game. Several Texas operators, whose names I can't mention now, have been quietly watching Bally Alley, checking the earnings of a half dozen test machines and listening to comments of location owners and players. They are now ready to go for Bally Alley in a big way. They're convinced that Bally Alley is, not only one of the fastest money-makers that's come along in years, but is also a machine that will become as much a permanent fixture on location as any scale or music box. The announcement of the new 1940 model, with ten outstanding mechanical refinements, clinched the deal, and this group of operators are now rearin' to go. Within a couple of weeks you'll see Bally Alley machines rolling into Texas faster than Jumbos did in the old days."

MR. AND MRS. M. T. DANIELS VISITS TEXAS



Mr. and Mrs. M. T. Daniels, coin folks of Wichita, Kan., closed shop during the recent holidays and toured Texas and other Southwest states. This photo was taken by Tom Murray, Editor of Automatic World, while the Daniels' were visiting in Ft. Worth. M. T. is well known by his many articles he has written on the operating business.



A full house for three days at Penn Coin-O-Matic, Wurlitzer's Prevue held at Baltimore. General Manager Joe Eisen stated it was difficult to determine which feature or what model made the biggest hit.

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Radio stars enjoy a cool drink from the Bally Beverage Vender. Thousands of locations are waiting for this marvelous beverage vender.

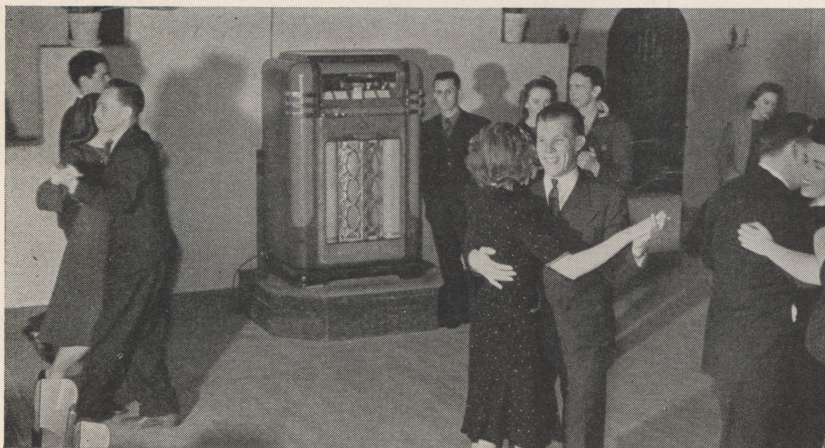
It is funny how a little bunch of flowers can cheer the human heart. One minute a feller can be neck-deep in gloom and the gift of a few flowers from the bosom of Mother Nature can pull him right back on the terra firma of joy. Too bad we ain't got more humans like flowers.

Jack: "There is a lot of favoritism in our family."

Uncle: "Why, Jack, what on earth do you mean?"

Jack: "Well, I get punished if I bite my fingernails and when baby puts his foot in his mouth they think it's cute."

WURLITZER PLAYS 90,000 TIMES WITHOUT A SERVICE CALL



They grow "he-men" down in Texas and the virility long associated with the Lone Star State now seems to apply to the Wurlitzer Phonographs that help entertain these Terpsichorean Texans. From H. J. Milligan, Wurlitzer Music Merchant of Houston comes news of a Wurlitzer Model 500 that has clocked off 90,000 plays without a single service call. This herculean contribution to harmony is substantiated by Art Long, owner of the Shangral Inn, where this hard working Wurlitzer holds forth. "What's more" says Music Merchant Milligan, "the instrument shows no signs of weakening despite its continued, heavy use. It certainly proves to me that when Wurlitzer builds 'em they build 'em right!" Portrait of a hard working phonograph in action at Shangal Inn, Houston, Texas.

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Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

SCALES WANTED—WATLING.

Large old style models preferred—Give full description, condition and lowest Cash price. Babe Levy, 2830-10th Court So. B6—Birmingham, Ala. (Apr.)

USED MACHINES, BIG STOCK.

Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

SCALES—PENNY SCALES

BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg)

SLIGHTLY USED WATLING

SCALES for sale. Bargain for cash. C. W. Percy, Greenway Lane, Preston Hollow, Dallas, Texas.

FOR SALE OR TRADE—Five Evans

"Ten Strikes." Guaranteed perfect condition. Bargain. Novelty Sales Co., 2937 Mt. Vernon Ave., Fort Worth, Texas.

Wonderful opportunity for aggressive coin machine mechanic to invest \$500 in going, well organized slot and table operation in Southern Louisiana. Bad health reason for selling. Dept. EB, Automatic World, P. O. Box 765, Fort Worth, Texas.

FOR SALE

Ten Strikes, \$165.00 Each.

Seeburg Ray-O-Lites, Chicken

Sam, \$120.00 Each

With console stands,
\$15.00 Extra.

Send one-third deposit with order. Balance C.O.D.

STAR COIN MACHINE CO.

1502 West 25th St.

Fort Worth, Texas

Many of us would not think Christmas was Christmas if there were no holly, but not many of us know that there are actually 300 different kinds of holly in the world, most of it in the tropical regions.

It's easy enough to be merry
When there isn't a jolt or jar
But the man worth while is the man
who can smile
When his wife is driving the car.

Please Mention Automatic World
to Advertisers

Evans' 1940 TEN STRIKE

Ready for Delivery!
Greatest bowling game of all! Manikin shoots with more speed and accuracy! Makes strikes and spares galore! New Totalizer permits top score of 150 for 5 frames—adds new zest to play! Other brand new features—no price advance!

Leads by a Still Greater Margin!

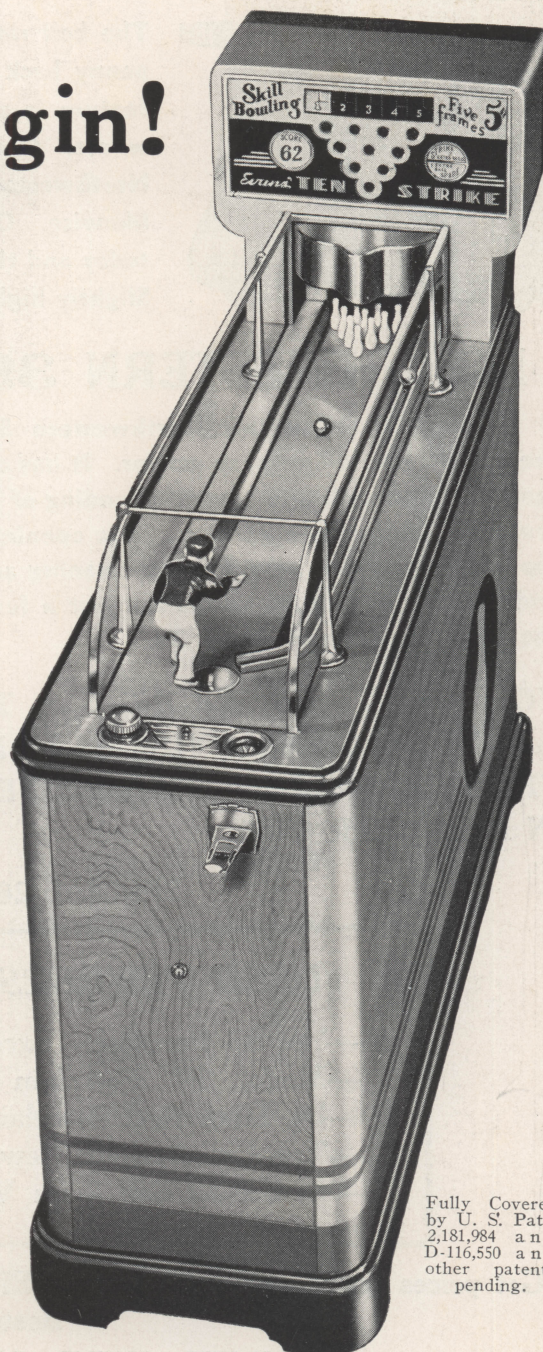
First and Original Bowling Game—months ahead of others! 5 months actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it's the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans' 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play . . . every bowling play possible . . . Strikes and Spares galore! Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy!"

EVANS'
AUTOMATIC REGULATION
Duck Pin
BOWLING ALLEY
Absolutely Portable!

The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.

A SAFE, LUCRATIVE, LEGAL INVEST-
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H. C. EVANS & CO., 1520-1530 W. Adams St., Chicago



Northwestern

A SENSATIONAL HIT!

The Model 39 Bell

The bell rings and the customer gets penny back on every tenth play. This feature is proving a sensation everywhere. Operators are cashing in with Northwestern 39 BELL. You can do likewise. Order your sample machine today and then you'll order a hundred. Slightly higher of course but worth it.



NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL FIND THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

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TRADE-INS ON ALL TYPES OF PENNY
VENDERS. SEND US A LIST OF WHAT
YOU HAVE AND WE WILL NOTIFY
YOU OUR ALLOWANCE.**

SPECIAL 26 POUND STAND \$1.75

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25—No. 33 Porcelain, Excellent Condition.....	4.50 Each
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10—De Luxe Red Porcelain	6.50 Each
2—Triselectors, Like New	14.00 Each
20—Model 33 Ball Gum Venders practically new.....	4.75 Each

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